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SHOUT
SHARE
IT

ALLEN'S 1935

Golden Anniversary

BOOK OF BERRIES

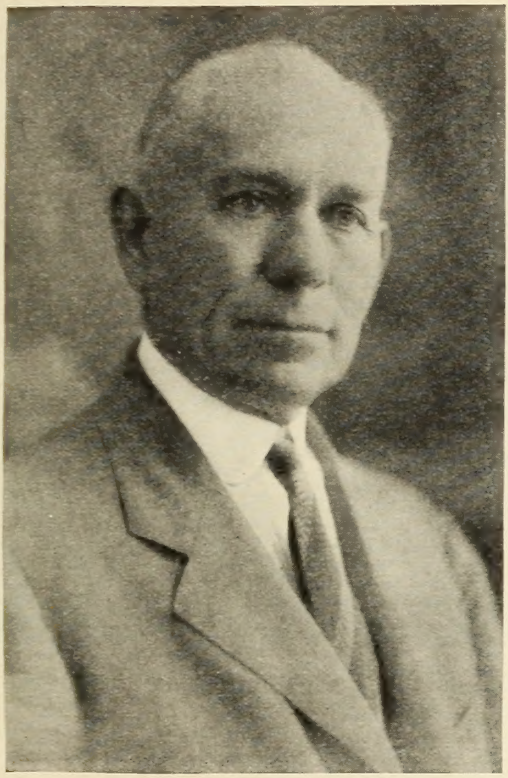
Fifty Years 1886
1935 *of Service*

FAIRFAX

Early, large, firm, beautiful and the finest flavor of them all.

The W. F. ALLEN Co. *Salisbury Md.*

MASTODON
New everbearers come and go, but Mastodon is still supreme.
1886 Golden Anniversary 1935
PREMIER
EARLY
The most popular and profitable of the older standard varieties.



After 50 Years

Dear Friends:

After fifty years in this business, I look back with pleasure at the many personal and business friends I have made during that period. I want to thank them all, whether our acquaintance is of brief or long duration, for the patronage which has made this business possible.

I have made mistakes, but where pointed out I have tried to correct them fairly. No attempt has been made to sell plants on price alone, but I have tried to give full value for every dollar received.

My wife has been a co-worker with me in this business for 44 years. In 1914 I took three of my sons in business with me, forming The W. F. Allen Company. We all realize that to continue in business our customers must prosper. With this thought in mind, and with fifty years experience to guide us, we try to write a catalog that will be a real help and when orders come we try to send plants that will mean real pleasure and profit to the buyer.

Thanks again for the many years of friendly dealings, and may our future relations be equally pleasant and profitable.

Sincerely yours,

W F Allen

Letters from Old Friends

Whose business we appreciate, and do our best to merit

36 Years

Windsor Co., Vt., March 22, 1934.—I am sending you a small order for plants. It is 36 years ago this spring since I sent you my first order.—Charles H. Pierce.

Over 40 Years

Hamilton Co. Ohio, Feb. 3, 1934.—I have added 2,500 more plants to my order. Have been getting your plants for over 40 years.—Jacob T. Rinckel.

35 Years

New London Co., Conn., Jan. 4, 1934.—I am writing to thank you for your catalog. I am more than 80 years young and some 35 years ago I sent for some catalogs I saw advertised in some farm papers. I bought from your catalog because it talked honest—and the plants were honest. I have dealt with you many times since—and you are honest. Your catalogs are very valuable books. Just chuck full of valuable information truthfully told. Very inspiring and encouraging. I bought 100 Dorsett plants of you last year. They did more than well in every way. I haven't a plant of Howard 17 (Premier) to fruit. The flood of Howard 17 is on the market as mine begins to ripen and I get no prices so I am going to try the Catskill. I feel sure they are what I want.—Mr. T. T. Whipple.

40 Years

Jefferson Co., Ky., Jan. 25, 1934.—I am still growing berries and have been buying your plants for 40 years. I think that is a record. May send you more orders.—Mr. L. P. Wetherly.

30 Years

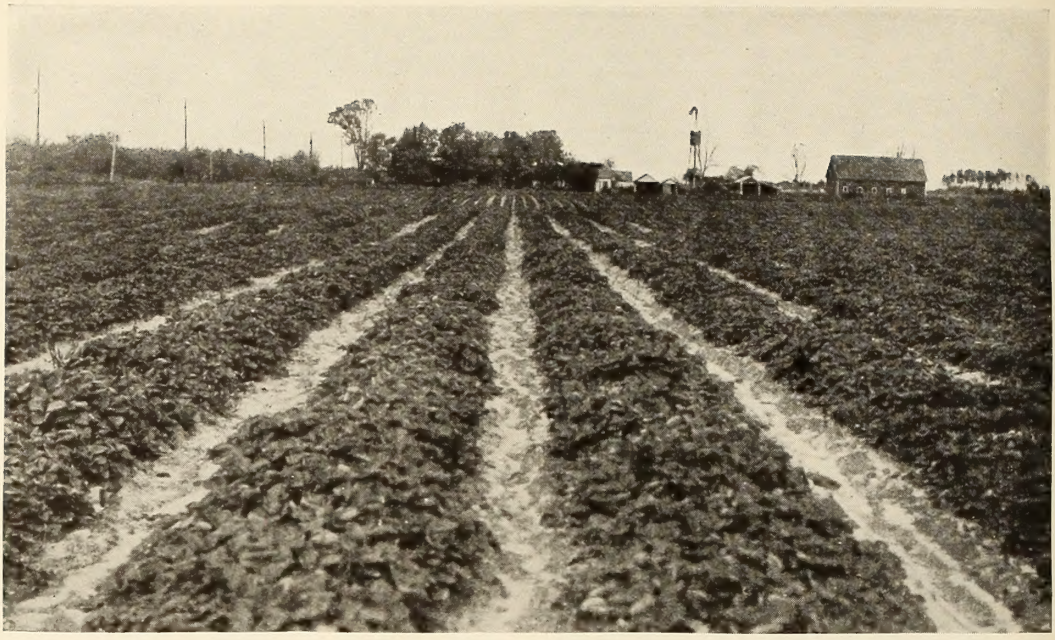
Gallia Co., Ohio, Jan. 24, 1934.—I am sending you a small order for the Dorsett to try them out. I have tried out 25 different kinds. The Blakemore has proved to be the best early kind. For me the Chesapeake is the best late. The Lupton is the next to Chesapeake for late. I have been dealing with the Allen Co. for 30 years.—Mr. J. D. Croft.

23 Consecutive Years

Somerset Co., Pa., April 20, 1934.—This is, I believe, the 23d order I have given you in 23 consecutive years, ranging from 500 to 12,000 plants (3 years ago). For 21 years my father, E. H. Horner, had been a constant and very well satisfied customer of yours and had implicit faith in your plants. Therefore, you can expect an order from me now on every year. Premier has been our best bet, but I'm taking your advice and trying some Fairfax and Dorsett this year. The Premiers I received from you last year are my pride and joy and are envied by other growers in this locality. Your plants have always been true to type, well-rooted, and are all if not more than one should expect. Thanks for your catalog.—Mr. F. B. Horner.

20 Years

Botetourt Co., Va., Jan. 23, 1934.—I have been getting your catalog for 20 years. Please keep me on your mailing list. Yours is the only berry catalog that gives honest-to-goodness descriptions of berries. I have bought berry plants from other berry growers but will have to own up that your plants are the best of all, and I know what to expect of your berries when I plant them. Just like your catalog puts them before the public.—Mr. E. L. Boone.



A Fine Field of Fairfax and Dorsett Plants

Do You Agree?

This is the **50th Annual visit** of our Salesman to the strawberry growers of this country. We have tried to make it a Salesman of interest and value as well as effective in selling plants. On pages 11 to 14 under "Common Sense Methods" we give you some of the most practical results of our 50 years' experience in growing strawberries. Under "Proper Spacing of Plants" and "Canvas Hose Irrigation" on page 15 we have summarized some of the more important experimental work which we believe will help in getting bigger crops of better berries. On other pages we have discussed the possibilities of profit and how much, and the reasons we believe our plants would be successful for you. Throughout the variety descriptions we have tried to give fair statements of the behavior of different varieties indicating their weak points as well as their good ones.

It has been suggested that parts of our Berry Book read too much like a text book or an Experiment Station Bulletin to be an effective catalog for the selling of strawberry plants. ***Do you agree?*** We try to help our customers make the most of their strawberry crops. We believe that a catalog such as this one is will be just as effective in getting folks to order their plants from us as if we had page after page covered with ballyhoo and exaggeration. The many kind things said about our 1934 catalog are appreciated, and so long as the response in orders continues as it has in the past we are going to continue to believe that it is better to publish a new and helpful idea whenever we can, and to avoid exaggeration.

We hope to receive your 1935 order for plants. You can depend on getting fine planting stock with which you will be well pleased.

About the Berry Book

The following are typical of comments that were made about our 1934 Book of Berries. We appreciate the sentiments expressed and the orders sent us.

"—contains best descriptions and more valuable information than any catalog I have ever seen."—Mr. A. Sorini, Sonoma Co., Calif.

"—splendid instructions are given in your catalog."—Mr. Henry F. Grace, Whitley Co., Ind.

"—most instructive and helpful piece of literature I have ever received from any nursery."—Mr. Paul Ricker, Cumberland Co., Me.

"—I got more real strawberry dope out of your catalog than from all other sources."—Mr. Gilbert M. Fox, Norfolk Co., Mass.

"—sincere and helpful."—Mr. Fred E. Moore, St. Louis Co., Minn.

"—most honest nursery book I ever read."—Mr. H. Richardson, Carroll Co., Mo.

"—Your frankness and the quality of your product has made me an 'Allen booster.'"—Mr. F. E. Morehouse, Richardson Co., Nebr.

"—I like the way your catalog reads. It looks as if you are an honest company to do business with."—Mr. N. J. DeBow, Morris Co., N. J.

"—fair and dependable."—Mr. J. W. Whitford, Chautauqua Co., N. Y.

"—have read every word in the catalog you sent me and am preserving same for future reference."—Mr. Wm. A. Case, Sullivan Co., N. Y.

"—no other catalog compares with yours. The information alone is worth this order."—Mr. Lee Pulver, Ross Co., Ohio.

"—I appreciate the descriptions as they tell the bad points as well as the good points of the different varieties."—Mr. Otto Gant, Ross Co., Ohio.

"—I consider your catalog a "pip." I am a greenhorn and I have learned a lot by reading it."—Mr. Wm. F. Werkner, Cuyahoga Co., Ohio.

"—I appreciate your impartial descriptions of varieties, also the different names they are sold under."—Mr. Theodore Ernst, Crawford Co., Pa.

"—useful and commonsense methods."—Mr. B. J. Sherman, Washington Co., Vt.

"—your catalog and cultural directions set a new record for plant catalogs for frankness and clarity."—Mr. Benj. G. Fernald, Warwick Co., Va.

"—Say, why don't you charge for your Berry Books! Any progressive strawberry grower should be willing to pay at least a dollar for one of them."—Mr. F. W. Carlson, Snohomish Co., Wash.

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Allen's Plants or Your Own?

By using your own you save the cost of plants and transportation but you lose in other ways.

1. **The expense of digging and cleaning your own plants.** With inexperienced help and with soil heavy and hard this is quite a task.

2. **Every row you dig** decreases your own crop. With fair prices expected or thin rows to dig from, this loss counts up fast.

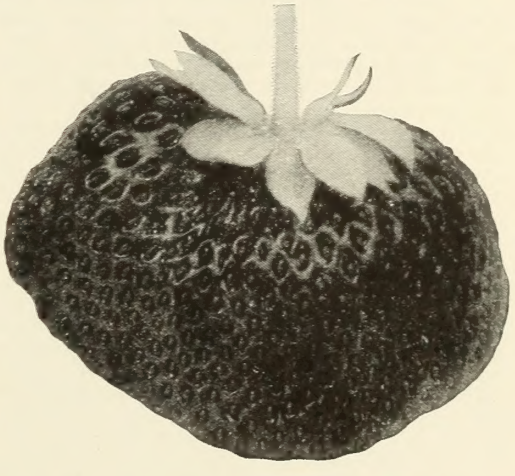
3. **The invigorating effects** that often come from a change of soil and climate. There is often a marked gain.

4. **The convenience** of having plants right at hand when you want them.

5. **The beneficial results of early planting** are well known. You can take advantage of the first "open spell" (in the north) by setting **Allen's plants** instead of digging your own.

6. **Well cleaned plants,** with evenly bunched straightened roots **make setting easier, quicker and better.** We have received shipments of plants which were not properly cleaned. Dead and decaying leaves and runners were tangled indiscriminately with tops and roots. It costs from 30¢ to 50¢ per thousand to get such plants ready for setting. Cheap plants usually come that way even though the plants themselves may be fairly good.

7. **Allen's plants are grown for plant purposes in a light sandy loam soil.** Many fine strawberry beds are grown on heavy soil but the plants would be short rooted and knotty if dug from such soils. There would be less resistance to drought and mechanical disturbances. Many of our customers find that with **Allen's plants** they get **finer stock** at a **lower cost** that will give **better results** than their own.



Actual Size and Shape of Many of the Larger Fairfax Berries

CATSKILL **FAIRFAX** **DORSETT**

These Varieties, Grown and Picked Like This, Mean Profit for the Grower

There Is Money in Growing Strawberries

It is a cheerful thought for strawberry growers **that every year somebody makes a profit growing strawberries. In 1934 in the drought areas it was the grower with irrigation. In the frosty areas the grower with favored locations or hardy varieties, and in the areas where weather was normal it was the grower who produced the biggest crops of better berries. In high price years nearly all growers make money. In low price years only the better growers.**

It would be useless for us to state that you can make, say, $500.00 from an acre of strawberries. **Frankly we do not know if you can do this and neither does anybody else. We do know that under average conditions with good soil, good varieties and good care it is easily possible to obtain from 3,000 to 10,000 quarts per acre. Growing the crop should not cost over $90 to $150 per acre including plants, land rent, fertilizer, labor hired and fair wages for your own time. Cost of crates and picking vary but will run about 1½¢ per quart for crate and basket, and from 1½¢ to 3¢ per quart for picking. Except in years of extremely low prices these figures seem to leave room for a nice profit. We do not think a profit of $300 per acre is too much to expect where the grower intelligently makes use of all the information available and has fairly fertile soil to start with. Profits much larger as well as much smaller are possible, however. Suggestions on these two pages, as well as on pages 11-15 are made with the idea of helping the strawberry grower make the most of all the factors which are under his control.**

Suggestions

1. **Have some berries every year.** The most successful strawberry growers keep at it year after year. Jumping in and out of the game is not good business.

2. **Consider strawberries in comparison with other crops.** Strawberry profits may have been low in some years but so have other crops. There may have been losses but on the average we believe that strawberries offer an opportunity for more profit per acre than any other widely grown and easily grown crop. Cotton growers in the South, dairy farmers, poultrymen, stockmen and others might find an acre or two of strawberries highly profitable in connection with their regular line. For example, Mr. B. L. Mullins who owns a stock farm and raises cattle in Roane Co., W. Va., wrote, "In spring 1933 I set about 3500 plants. In spring 1934 I picked about 4,000 quarts which sold for 10½¢ to 17½¢ per quart. Whether I have made more money from them than from my cattle this year I am unable to say, but the berries made a nice thing for me and I am going to continue in the game for a while." It may pay you to consider strawberries as a cash crop when making your plans for 1935.

3. **Select some of your best land.** You will put relatively a large amount of labor and expect relatively a large return from your strawberries. Do not waste your money and labor on poor land. Give your strawberries some of the best, and give it careful preparation.

4. **Set fancy high-yielding varieties** best suited to your purpose. We have tried to tell you the honest truth about all our varieties. We have summarized our conclusions on page 32 under "Picking the Winners." It should not be hard for anyone to know what to plant so get the best, and it is this kind that brings the highest prices.

5. **Grow as many as you can handle properly but no more.** The amount of other work you are attempting to do, the amount of land you have available, the locality in which you live, and the methods you intend to use in marketing would all have a bearing on this question. A half acre field on good land, well cared for and handled properly in marketing might well give more profit than twice the acreage poorly cared for.

6. **Get good, dependable, well-rooted, true-to-name plants.** Of course we hope you will get your plants from us, and we believe you will find it profitable to do so, but wherever you purchase, be sure they come up to the standards we have outlined on page 8.

Picking and Packing

Careful picking can make a thing of beauty out of a quart of fancy strawberries. It can make ordinary berries very salable. But careless picking can reduce the value of fancy berries and make unprofitable less fancy but otherwise marketable berries. Careful picking will pay.

Avoid green sides and tips by selecting a variety that ripens evenly and without green tips.

Have the pickers discard undersized berries and those which have soft or rotten spots (especially after a heavy rain).

Dirty or gritty berries (after rains) can be largely avoided by using a mulch or partly by selecting varieties whose foliage best protects the berries from this fault.

Berries look best in the package when the caps are left on and from one quarter to three quarters of an inch of stem is left.

Bruising and mashing berries detract from their value and can be avoided by careful picking.

Well-filled packages not only make the buyer feel that he is getting his money's worth (even at a higher price) but they actually make the berries show up better.

After being picked berries should be carried to the packing shed in a relatively short time. One hour's exposure in the hot sunshine will sometimes ruin an otherwise fancy quart of berries.

In packing, face the berries *some* if you must but not too much, as a reputation for an honest pack will help you sell on any kind of a market.

Clean, bright packages will make your fruit more attractive to the buyer than dirty, soiled packages.

Yields and Profits

2,200 Quarts From 1,500 Plants

Larue Co., Ky., May 29th, 1934.—During the spring of 1932 I ordered of you 1,500 Premier plants, all of which lived. During the fruiting season of 1933 I gathered (an accurate account) 550 gallons, or 2,200 quarts.—Mr. W. H. Howard.

Another Fine Yield

Plymouth Co., Mass., Jan. 26th, 1934.—Enclosed find an order for plants. My last year crop was the finest in this community. Our Premiers were the finest berries in any store in our town. We picked 1,056 boxes (quarts) from our small patch of 1,000 plants set.—Mrs. Josephine Warner.

2,656 Quarts From One Quarter Acre

Mifflin Co., Pa., April 30th, 1934.—I am well pleased with every one of the strawberry plants I got from you. They are all growing and getting blossoms and buds already. From my first bed, which I planted three years ago, we picked 83 bushels, or 2,656 quarts, of Premier berries from a quarter of an acre.—Mr. M. Z. Byler.

Big Crop From Aberdeen and Premier

Lawrence Co., Pa., Oct. 1st, 1934.—A year ago last spring I bought from your firm 5,000 strawberry plants. 4,000 were Premier, 1,000 Aberdeen. Gave them shallow cultivation and they made a fair showing for a dry season, covering about seven-tenths of an acre. Here are some figures: 5,000 plants set on 7/10 acre. This June we picked 140 bu. of berries. Received highest market price for every bushel, not a second grade berry included. At least 20 bu. wasted by poor pickers and tramped. Many baskets full with 33 berries. How many of your growers exceeded the above?—Mr. C. E. Fullerton.

Marketing

Advertise. Especially for local markets a small ad in your local paper or a sign in front of your farm may bring telephone orders or even farm buyers to your place in such numbers to take your whole crop. We have many reports where this is done. Try to have a fancy, high quality product. If you can, selling will be much easier.

Roadside Market. If on or near a well-traveled highway try a roadside market. Many growers are successfully disposing of their crops of strawberries as well as other things by this method. It is surprising how many automobilists like to buy fruits and vegetables right on the farm. On our own roadside market we have many regular customers who drive out from town in the afternoon to buy at the farm. Others traveling through on business or for pleasure notice the market and stop to buy on their return sometimes days later. Attractive products, especially fruits, will be bought by tourists to enjoy as they travel. Unless you have a market already developed look into the possibility of a roadside market. Like many others, we were amazed at the results from our own, even the first year. Perhaps you will be.

Hotels and Grocery Stores. It is an old truth that any produce well grown and well packed is half sold. We have many reports from customers that they dispose of all they can grow to such outlets, much of it being engaged even before it is harvested.

Wholesale Markets. If you are well situated from a standpoint of land and labor to grow considerable acreages of strawberries, keep in mind that the motor truck or train will quickly put your berries to the large Wholesale Markets. Even in seasons of low prices, the price range is wide enough so that if you can get top quotations there is almost always margin enough to allow you a fair profit.

A sample makes a sale. We are positive that on the roadside market, in a local grocery store, or to the actual consumer, a sample of any product of superior quality will help sell it. This is true even on the wholesale markets. Try it with varieties like Fairfax and Dorsett especially, also with Big Joe, Catskill, Chesapeake and William Belt.

And Another Thing!

Little money is needed to start a strawberry garden or a small business. A few simple tools, a small outlay for fertilizer, and the plants, which were never more reasonable in price than now. Also, strawberries yield quicker returns and bring in money earlier in the season than any other fruit crop.

Part time jobs can be profitably rounded out with strawberries. A small acreage can be made to do so much that a minimum of land is necessary. If no land of your own is available, perhaps a neighbor would let you use that vacant lot. Fertile land is best. Rank weed growth indicates good land.

They Like to Pick Dorsett

Fine Plants from Vigorous Beds Like These

Why Allen's Plants Will Pay You

1. Allen's plants are produced in a soil and climate where strawberries thrive. Climatic conditions favor the growth of strong, vigorous crowns and healthy foliage. The loose sandy loam soil is ideal for the development of a fine, well developed root system.

2. Fifty years of experience guide us in doing all those things which must be done to grow the best plants and to dig and ship them in such a way that they reach you in good growing condition.

3. Handling no other nursery crop except Asparagus roots we naturally can give more careful attention to all the details than if a complete line of nursery stock, seeds and other stock were handled.

4. Mr. W. F. Allen, with 50 years experience, and his three sons all are full-time workers in this business. Personal supervision over the different operations should mean better results.

Fine Planting Stock

There is so little difference in price between the best planting stock you can get and the cheapest that it is doubtful economy to buy entirely on price. It should be kept in mind that whatever results are obtained and whatever effort is made to obtain these results must all be done through the plants you use. Below we discuss some of the things which go to make up fine planting stock.

True to Name. Mixed plants often cause great disappointment and loss. To avoid this they must be kept straight not only in growing but also in digging and shipping. Years of experience are valuable in detecting mixtures when they occur, and in avoiding losses to growers from such mixtures.

Good Plants. Healthy crowns and buds and well developed root systems such as our plants have would not be enough unless they were grown in soil where most of the root system could be dug. In heavy clay soils great numbers of roots are broken in digging the plants. You will like the root system of Allen's plants.

Promptness. Plants to be of greatest value should reach you when you want them and not after your best planting season has passed. We offer prompt shipment of freshly dug plants. Bad weather may occasionally hold up shipments as much as a week (as in spring 1934) but normally we can make shipment within a day or two of time specified.

Protection. Plants should be kept fresh and moist while digging and handling and not allowed to become dry and withered by exposure to sun and wind.

Cleaning dead and decaying leaves and runners helps enable the plants to reach you in good condition. Furthermore, well cleaned plants (see illustration), bunched evenly, with roots straightened, make setting easier, quicker and better.

Grading. When you buy plants you have a right to expect full count of good plants. Not all the plants in any field, no matter how vigorous and healthy (see illustration), are good plants. Undersized, poorly rooted, and weak plants must be graded out rigidly. It is here that many plant growers fall down badly. It is in grading and cleaning the plants that a plant grower usually consciously or unconsciously decides whether his standards will be high or low. Of course some varieties like Blakemore, Dorsett, Pearl and Senator Dunlap have smaller plants on the average than Big Joe, Chesapeake, Fairfax and Catskill.

Packing. Plants properly packed have the roots between layers of moist sphagnum moss and the tops to the outside of the crate, with bunches firm enough to prevent shaking around, but not tight enough to cause heating. Plants should be packed to reach you in good growing condition—fresh and moist—but not rotten or dried up.

We offer you plants that are true to name and that are brimful of pep and vitality. We hope to have your order. You will be pleased, as these growers have been, with Allen's plants.

Not One Died

Polk Co., Fla., Feb. 12th, 1934.—Thanks for your prompt shipment of strawberry plants that I ordered. They arrived in good shape and there was not one of them that died. It pays to order plants that are true to name from The W. F. Allen Co.—Mr. W. E. Rutledge.

Finds Allen's Plants Better Than Others

Marshall Co., Iowa, Feb. 3d, 1934.—Please send to me your 1934 Book of Berries. I have used your plants before and cannot find any nearly as good. Your plants always live where other plants mostly die. When I put out plants I want part of them to live. Could I have your book immediately?—Mrs. Carl Gummert.

Every Plant Growing After Being Heeled in 10 Days

Osage Co., Kans., Apr. 16, 1934.—Received the strawberry plants all O. K. It was too dry and windy when they arrived, had to heel them in soil in the basement for ten days. Then we set them. The evening after setting them we had a fine warm rain, the best rain in seven months. Every plant is living and growing fine and thanks for the fine plants you sent. Will order more next year.—Mary E. Garver Winters.

Plants Doing Well

Middlesex Co., Mass., July 22, 1934.—The plants were all that you represented them to be and were received in first class condition and are doing well.—Mr. Fred H. Patridge.

Liberal Count

Jackson Co., Mo., Feb. 26th, 1934.—The 1600 plants I received from you last year did fine considering the extreme dry weather. Lost about a dozen plants but your liberal count made up for that. I receive quite a few catalogs every year but yours is the only one that describes each variety as you do, giving the faults as well as the good qualities of each. Inclosed you will find order for 1,000 more plants.—Mr. L. H. DeFrates.

Won't Lose a Plant

Ontario Co., N. Y., May 2d, 1934.—Strawberry plants came last Saturday, O. K., with overcount which we are grateful for. Will try and send you a larger order every spring. We live in a strawberry country but it has been so dry for the last four summers we cannot get the roots and you certainly know how to trim and pack them so they won't overheat. I set them out the same forenoon they came and soaked them from the brook and we won't lose a plant. We certainly advertise your system as the very best.—Mr. Alfred L. Brower.

Nice Plants, Well Packed, Full Count

Lenoir Co., N. C., April 8th, 1934.—I am well pleased with your plants. Nice plants, well packed and full count. Have set them all out and they are doing nicely.—Mr. A. L. C. Hill.

Nice and Fresh to Oklahoma

Okfusbee Co., Okla., Nov. 10th, 1933.—Received the strawberry plants today. They are the finest I ever saw. On account of the distance they were shipped I was afraid they might not look so good, but they were as nice and fresh as plants that had just been dug. You sure know how to pack them. Thanks very much for the extra plants.—Mr. Frank E. Lee.

Every Plant Grew

Lancaster Co., Pa., April 16th, 1934.—I have planted an acre of your strawberry plants last year. I think every plant grew. The Chesapeake set almost as wide a row as Premier. Fairfax and Dorsett are wonderful in foliage. We can expect a lot of berries from a patch like this. Will surely get my plants from you as long as we are in the business and recommend you to my friends as indeed I have often done. Enclosed is my order for next season.—Mr. Walter M. Rohrer.

100% Lived and Grew

Kent Co., R. I., April 20th, 1934.—Your plants last year best ever. 100 per cent lived and grew.—Mr. H. H. Amadon.

BERRY GARDENS *and* what they will mean

Every good garden that will grow vegetable crops should have a few rows of strawberries for home use. The introduction of higher quality varieties like Fairfax, Dorsett, Narcissa, and Southland (for the South), will increase your enjoyment of them fresh off the vines, or at meal time. You will be proud to show them to and share them with your friends. A small amount of expense and effort on a small garden plot of strawberries will be repaid in pleasure and profit many times. 200 plants will make a nice small garden; 500 a fine large garden.

Good for You

Berry Garden Dividends

1. Plenty of luscious berries over a long season, right fresh off the vines.

2. All you want for table use, "sugared down," or otherwise.

3. Strawberry shortcake, strawberry ice cream, cool drinks from strawberry juices—and other ways.

4. Berries to can and preserve for winter use.

5. Enough to share with your friends.

6. Ready money from the salable surplus.

7. With the Everbearers, berries for use all through the late summer and fall.

8. As suggested above, the new, high quality berries, Dorsett and Fairfax, will add a touch of royal flavor with which you will be delighted.

Allen's Plants Do Well 'Way Up North

Producing Big Crop in Maine

Oxford Co., Maine, June 15, 1934.—I have a nice patch of Premier strawberry plants I received from you last spring and am pleased to say that I have got the largest crop of berries growing on those plants I have ever seen grow. There are so many berries on them that I do not think they can all mature.—Mr. Geo. H. Cummings.

Doing Fine in Minnesota

Winona Co., Minn., March 1, 1934.—Am basing my order on your statement of values. Premier bought in 1932 doing fine.—A. O. Gross.

Wonderfully Well in New Hampshire

Hillsboro Co., N. H., Sept. 5, 1934.—Your excellent plants have done wonderfully well for me, and I surely wouldn't call this a very favorable year for anything to get a start. To say I am well pleased would be putting it mildly.—Earle M. Gray.

Fine in Vermont, in Spite of Drought

Orleans Co., Vt., March 19, 1934.—Plants bought from you last year are the finest I ever had in spite of a very severe drought all summer. Thank you.—J. H. Wilson.

Out-yield Others in Northern New York

Herkimer Co., N. Y., April 13, 1934.—I write a few lines to inform you in regard to your strain of Glen Mary strawberries. In this section of the North they out-yield and out-sell any other kind unless it is Premier on well drained soil.—Clarence W. Joslin.

Common Sense Methods

Soil and Climate

Strawberries are grown successfully in semi-tropical Florida and as far north as Canada or Alaska. There are varieties adapted to a wide range of climatic conditions.

All types of soil from fairly heavy clay to light sandy loam have been used to grow good crops of strawberries. However, like most other crops, they respond very quickly to fertile, well drained soils that are full of humus and retentive of moisture.

The absence of strawberry plantings in any locality should not deter anyone from attempting to grow them. In fact a lack of a local supply may even increase your chances for success because of a better local demand. Also, experience, though valuable, is not necessary. Common sense methods enable even the beginner to grow strawberries successfully.

Selecting and Preparing the Land

Locations that make good gardens are generally satisfactory for strawberries. In larger plantings a site should be selected that has good drainage, and "frost pockets" should be avoided. As sufficient moisture is so important in growing and fruiting strawberry plants, soils that are naturally springy or that contain plenty of humus are to be preferred. Any soil that has had good crops of cow peas, clover, rye, or any other good cover crops turned under will be full of humus and therefore more retentive of moisture, as well as looser and more easily worked in the case of heavier soils. If in the previous year the field has been planted with some hoed crop where grass and weeds have been kept down and not allowed to go to seed the problem of cultivation will prove much easier. Perhaps a cover crop can be planted after the hoed crop is harvested to hold the soil during the winter as well as to add additional humus.

Sod land should be avoided if possible, as the white grubs winter over in such land and cut off the young plants soon after they are set the following spring. If you have no other land available plow the land in the fall, harrowing it during the winter and early spring as often as you can, and many of the grubs will be killed out.

It is important to give soil for strawberries thorough preparation. Strawberry plant roots rarely penetrate further than one foot into the soil. Most of the roots are to be found in the top twelve inches; in fact it has been found that 90% were in the top six inches of soil with 73% in the top three inches. It is evident, therefore, that the condition of the top few inches of soil is very important for a crop as shallow rooted as strawberries.

The land selected should be plowed in early spring. If the field has been selected the preceding fall and rye planted, a heavy sod of rye plowed under in early spring will help, altho, of course, it is not necessary. After the ground is plowed in the spring it should be harrowed thoroughly. If stable manure is to be used (see manure and fertilizer, page 12) we like it best spread broadcast on the land just after it is plowed. Then the land, either with or without the manure, should be disced thoroughly, and, if necessary, dragged to level it up so that a nice, soft, even planting bed is available.

Some growers on large farms follow a fairly regular crop rotation which helps with the condition of the soil both in avoiding grass and weed seeds and in increasing the humus content. Growing of strawberries continuously on the same land, although sometimes done successfully, is not considered good practice.

The important thing to remember is that soils which produce good crops of other things will usually grow strawberries successfully. For small plantings gardens or garden plots which have been well manured, are desirable.

Green Manures

The soil for strawberries can be improved by the use of green manure crops. Clover, beans, peas and other legumes are fine. Oats, wheat, rye, millet are also good. Legumes are preferred if a heavy crop can be grown. However, the nitrogen gathering advantages of legumes may be off-set by the heavy growth possible with non-legumes under some conditions. Rank growths of weeds and grass if plowed under green are valuable in adding humus and retaining moisture. Do not let them go to seed if a hoed crop like strawberry plants is to follow. Soil preparation for strawberry plants starts so early in the spring that winter cover crops should be selected which make a large amount of growth in the fall and if possible has a fairly large root growth. For this purpose we have found nothing better than rye.

Clipping the Roots

Clipping the roots is not necessary nor helpful if you can get the roots of the plants in the soil without being doubled up. It is better, however, to clip the roots somewhat than to have them doubled up in the ground. Where a horse-drawn transplanter is used, it is probably better to clip the roots anyway to expedite handling the plants, unless they are very small.

Time to Set Plants

IN THE MIDDLE AND NORTHERN STATES EARLY SPRING IS THE LOGICAL, NATURAL AND MOST SUCCESSFUL TIME TO SET STRAWBERRY PLANTS, SO DON'T NEGLECT SETTING SOME PLANTS THIS SPRING, 1935, IF YOU WANT A CROP IN 1936 (EXCEPT EVERBEARERS WHICH WILL BEAR THE SAME SUMMER AND FALL). FALL 1935 PLANTING, EXCEPT FAR SOUTH, WILL MEAN NO CROP UNTIL EARLY SUMMER, 1937.

How Early?

Just as soon as weather permits getting ground ready. In the South, February, March and early April. In the middle states, March and April. In the Northern states, April.

Why so early? Experience has taught that strawberries live better and grow better if they can become established early in the spring while the soil is still cool and moist. Late set plants are more likely to run into hot, dry conditions which make good results unlikely if not impossible. Furthermore, investigations have shown that runner plants made early are much more fruitful than those made in late summer or fall. Early spring planting, therefore, tends to promote a larger percentage of highly productive, early set runner plants. If ordering plants be sure to order early enough so that they can be at hand as soon as the ground is prepared.

When a plant grower in the latitude of New York or Massachusetts can dig plants, berry growers in those sections should be setting their plants. This is a big advantage we can give growers in those latitudes. We can dig and ship plants earlier and have them right at hand for early planting.

Care of Plants

Set plants on arrival if possible. It will help if roots of the plants can be dipped in water and allowed to "plump up" for some time before setting, perhaps over night. If plants have become quite dry and withered in transit it will help to put them in soak, that is to let them stay in the water for two or three hours, perhaps longer. When this is done, however, they should be set fairly soon after being taken from the water. At any rate have them thoroughly moistened when planting. If anything prevents immediate planting and the weather is cool, the top of the crate should be taken off and the plants loosened in the crate, still keeping the roots covered with the packing material. Placed where it is cool, plants

will keep like this for two or three days. Where longer delays in setting are unavoidable plants should be heeled in in some shaded or protected place. Dig a V-shaped trench (see picture), open the bundles, spread them out in thin layers with buds just even with the surface of the ground, then firm the soil back against the roots of the plants. If necessary several layers of plants can be heeled in the same place with one or two inches of soil between each layer. Wet the soil and plants thoroughly when heeling is done.

Setting the Plants

Where commercial fertilizer is to be used under the plants, rows should be run out 3 or 4 inches deep with a one-horse plow, the fertilizer drilled into these rows and thoroughly worked in. Then the soil should be thrown back into these furrows and again leveled off. Where considerable acreages are planted, a horse-drawn transplanter such as is used for sweet potatoes, tomatoes, tobacco, etc., is often used. To do a good job this way, however, requires skill and experience, if the crowns of the plants are to be left at the proper level with the roots extending straight into the ground and not set on a slant, oftentimes near the surface of the ground. This method requires a driver, two operators and another man to walk behind to fill in missing plants, reset those too high or too low and to firm the soil around the plants. A spade, trowel or dibble are the tools most often used in setting plants. Where one of these is used, they are set down the prepared row with the roots of the plants spread out as much as possible and the bud of the plant just at the surface of the ground. It is also important to press the ground firmly against the roots and to see that dirt is filled in near the crown of the plant so that the top of the roots will not be left exposed. (See sketch for proper depth of planting.) Where the fertilizer is not put under the plants, the rows can merely be laid off with a marker and the plants set by any of the methods suggested down the marked row instead of down the fertilized row.

Too Shallow Just Right Too Deep

If for any reason late setting is unavoidable, extra care should be taken to have the soil firmed very thoroughly against the roots from bottom to top. Furthermore, late in the season roots of plants tend to become dry and withered, and foliage growth heavy with long leaf stems. Under such conditions watch carefully to avoid setting the bud too deep.

Cultivation and Training

The plants should be cultivated and hoed soon after they have started growth after being set out. It is important at the first hoeing to uncover the buds of any plants which might have been planted too deep. If this is not done very early, these plants will not recover in time to amount to anything, even though they might live along all summer. Cultivate often enough to keep the surface of the ground from becoming crusted and to keep down the grass and weeds. It is not necessary to practice deep cultivation. A depth of one to one and one-half inches is deep enough for the hoe, or perhaps slightly deeper with the horse cultivator.

We believe in the well-spaced matted row system of training strawberries, and with this system the first runners from the plants should be encouraged to take root, forming from 10 to 20 young plants from each plant set, paying some attention as the hoeing is done to see that the plants do not become crowded too thickly on the bed. Of course rows set 4 ft. apart can be allowed to form wider beds than where set only 3½ ft. The saving of the first runner plants becomes very important when it is realized that the set of fruit buds will be much heavier on these plants than on those formed in late summer and fall. Investigators have established this fact very definitely. If the plants can be spaced in training them so that each plant is a few inches from any other plant, but with a well filled-in row 15 to 24 inches wide, you will have a very favorable condition for getting large crops of fancy berries. The importance of proper spacing is emphasized by some recent experiments, discussed on page 15 under "Proper spacing of plants". Some growers prefer narrow rows closer together, even as close as three feet apart and more of them on a given field rather than wide matted rows. Sometimes in carrying over a wide matted row plot where beds are 2½ to 3 ft. wide an alley about 1 ft. wide is chopped or cut down the center of the row, making in effect two narrow rows from one wide one. We have heard growers say that best berries are along the edges and with these narrow row systems we have more edges than with very wide rows. Very likely proper spacing will equalize the benefits of more "edges," but narrow rows and more of them may be considered by many growers as more economical to keep properly spaced than the wider rows.

Except in the South the hill system (with all runners cut off) is best used where ground is limited or perhaps with the Everbearing varieties. When the hill system is used plants can be set from twelve to twenty-four inches apart in rows 2½ to 3 ft. apart, or perhaps somewhat wider if the double hill row system is followed.

Blossoms should be removed from newly set plants as soon as they appear. To allow them to set berries and mature them involves a drain on the vitality of the plant. Removal of blossoms aids the plants in overcoming unfavorable conditions and in starting growth and runner production quicker. This has much added importance when the extra fruitfulness of early formed runner plants is considered.

Manure and Fertilizer

"Tillage is Manure" is an old English saying that fits perfectly with strawberries. All varieties are very responsive to thorough and frequent stirring of the soil. For kinds like Chesapeake which are hard to bed at best, it is essential.

Barnyard Manure is best used to the crop preceding strawberries. However, it is very beneficial applied directly. It should be broadcast on the land after it is plowed and thoroughly disced into the soil. On many of the better soils in the north which have been plentifully supplied with humus by plowing under green manures or by the application of barnyard manures, chemical fertilizers are of little value. On many of the less fertile soils in the North and on practically all soils in the Southern states, chemical fertilizers are beneficial.

Nitrogen and Phosphorus are the plant elements to which strawberries show the best response. Usually enough potash is present in the soil either naturally or from applications to preceding crops. Including potash in strawberry fertilizers is an expensive custom not usually justified.

As a plant starter and grower some remarkable results have been noted from using a mixture composed of 1500 pounds of Dissolved (acidulated) Bone and 500 pounds of Super Phosphate. The analysis of this mixture is about 3-10-0. Use about 400-700 pounds of this per acre in the drill before the plants are set, or alongside of the plants, thoroughly worked in the soil with hoe or cultivator soon after setting is done. Where applied in the drill, it should be worked in thoroughly, going at least twice to each row with a horse and cultivator to mix it in. If applied broadcast, 1,000 pounds or more per acre of this mixture thoroughly harrowed in before the plants are set, can be used without injury and possibly to advantage. If this amount is to be used, however, we would much prefer to put five or six hundred pounds in the drill and use the balance as a side dressing in early summer. Not more than six or seven hundred pounds should be used in the drill. We used this much without injury, but have seen severe injury from 1,000 pounds in the drill, not thoroughly mixed with the soil. Dissolved (acidulated) Bone may not be available in all sections. Raw Bone Meal is good but much slower acting. As an effective substitute for the mixture recommended we suggest tankage or cottonseed meal to be used with Super Phosphate in proportions to make approximately the same analysis. In no case should nitrate or potash salts ever be used in any mixture drilled under the plants. Contact of any of these materials with the roots will surely burn them. In the past many thousands of plants have been killed by such methods.

Late summer applications are recommended to help increase the size and vigor of the plants and especially to aid in the formation and development of fruit buds. It has been the custom here and farther South to use a 4-8-4 or 7-6-5 fertilizer at this time. However, experimental results with potash have not shown enough benefits in the growth of plants or in the firmness, color or quality of the fruit to justify its expense. On the other hand there are definite indications from some investigators that the inclusion of potash under some conditions is an actual detriment in checking the plant growth and in reducing the eating quality of the berries. Actual shipments as well as pressure tests from different plots failed to indicate increased firmness or carrying quality of the berries from the plots receiving potash.

Our August-September application consists of 700 pounds of Nitrate of Soda, 300 pounds of tankage, 100 pounds dry fish, 900 pounds Dissolved (acidulated) Bone which gave an analysis of approximately 9-5-0. On soils that are quite fertile and have a high organic content the percentage of nitrogen in this mixture should be considerably reduced and the Phosphate content probably increased. A substitution of from 100 to 400 pounds of Super Phosphate for the Nitrate of Soda in this mixture would accomplish this result as well as lower the cost. Excessive quantities of nitrogen should be avoided as too rank growth which an excess of this element produces is not favorable for pollenation, keeping quality or total yield.

Spring applications in this section carry about the same analysis if used as top dressing as in late summer. Most top dressing is applied in the spring although on young beds probably a fall application is better than spring, but there is some evidence that a split application with some at each time is preferable to either fall or spring alone. Spring applications especially of nitrogen help increase the set of fruit as well as the growth of the plants. Except in the southern areas fruit bud formation does not occur in the spring. Old beds fruited the second year usually have plenty of fruit buds but need spring applications of nitrogen for foliage growth.

Large berries of any variety are not as firm as small ones. The **proper amount** of nitrogen fertilizers does not make berries softer except as it makes them larger. An **excess** of nitrogen will make them softer and more subject to rot. Applications of nitrogen and phosphorus together have resulted in better quality fruit in a number of tests.

Whenever any fertilizer is applied to strawberry plants as a top dressing the foliage should be thoroughly dry. Any material remaining on the leaves should be brushed off to prevent burning.

Soil Acidity and Lime

Strawberries prefer a soil that is slightly acid. On very acid soils small applications of lime will pay for strawberries, but an excess of lime is likely to have a very detrimental effect. Where there seems to be a need for lime in the soil it should be added to previous crops rather than just before setting strawberries. For those familiar with p.H. tests for soil acidity for strawberry plants we can say that strawberry plants have survived within a p.H. range of 4 to 8; within a range of 5 to 7 growth was very satisfactory. The optimum was from 5.7 to 6. Except where soils are very acid or very sweet other conditions such as organic matter content are probably more important for strawberries than the lime content.

Perfect and Imperfect Varieties

Perfect flowering varieties planted alone will mature a crop of perfect fruit. Imperfect flowering varieties should have perfect varieties planted with them, at least one row for every five or six. When two varieties are used in equal amounts, they are often alternated three or four rows of each. Alternating plots of different varieties made necessary by one of them being imperfect are a nuisance to the grower at harvest time. In our price list perfect flowering varieties are followed by "per" and imperfect varieties by "imp."

Mulching

A mulch is applied for one or all of several reasons: First, to protect the plants from freezing and thawing of the soil in winter; second, to keep the soil cool and moist during the season when fruit is being produced; third, to keep berries from being spattered with dirt by rain during fruiting season; fourth, by delaying blooming it tends to prevent injury by frost in the spring.

The best time for applying and removing mulch as well as the thickness required varies with the locality. In general it should be applied before hard freezing weather in the fall and if thick mulch is used, raked to the center of the rows in the spring about the time growth starts. To avoid frost injury by delaying blossoming mulch is left on longer, but removed before bleaching of young shoots becomes severe. Mulching is more important on heavy soils than on the lighter types. Its value in conserving moisture is very pronounced in dry seasons.

Wheat straw is considered the best material. Rye straw, marsh grass, and shredded corn

Heeling in Plants

stalks are good second choices. In the South pine needles are used extensively for this purpose. Coarse manure can be used but any heavy lumps must be broken up or they will smother the plants in the spring. In sections where mulch is not needed for winter protection but is desired for other benefits it is usually applied in late winter from four to six weeks before blooming, although in sections farther south where spring cultivation is practiced the time of application is delayed until just before blooming. Another practice is to plant oats between the strawberry rows in September. These make a good growth before frost when they are killed. They are left and serve as a mulch at fruiting time. There is not much winter protection afforded by this practice and in dry seasons there is danger of the oats taking too much moisture. Otherwise the practice looks good for sections not needing winter protection or spring cultivation.

Distance to Plant

We recommend setting the plants in rows 3½ to 4 feet apart, or even as much as 4½ feet, if the soil is very fertile. The plants should be set 15 to 24 inches apart in the row, depending on the varieties set, the width of the rows themselves and the fertility of the land. Free growing varieties like Dorsett, Blakemore, Dunlap and Narcissa which make large number of plants should be set farther apart than varieties like Chesapeake which makes comparatively few plants. When set in rows 3 feet 8 inches apart and spaces 18 to 20 inches apart in the row, it requires about 8,000 plants per acre.

Spraying

Spraying is not usually necessary in growing strawberries sucessfully. Care in purchasing healthy plants, and in selecting varieties immune or resistant to disease and insects is much more important.

Results from Trial Plots

We dislike to publish incomplete, incorrect or misleading figures. For several reasons, including frequent showers during picking season and the rush of other work, we were not able to get accurate yield records in 1934. From observations made several times during the season the following conclusions were reached about our 1934 plots which may be of some value.

1. What records we had showed Premier, Catskill, Fairfax, Blakemore and Dorsett leading in productiveness in that order under this year's conditions.

2. These plots are on quite fertile soil and 1933 was a good growing year. Except Chesapeake and part of the Premier rows all varieties probably suffered considerably in yield due to extreme crowding of plants in the row. The stand of Dorsett and Blakemore was particularly dense. (See spacing of plants, page 15.)

3. Late frosts cut the yield of all varieties. Most loss apparently on early bloom of Southland and Big Late.

4. These plots were not mulched. Having a rainy fruiting season here, there were tremendous losses of dirty and decaying berries of Premier, Aberdeen and Beauty. These varieties certainly need mulching.

5. Many visitors inspected these plots; almost unanimous opinion was that Fairfax and Dorsett surpassed all others in quality.

6. This year Dorsett commenced ripening two or three days later than Premier. Fairfax two or three days later than Dorsett. We do not know why unless more of the first blossoms of Dorsett and Fairfax were nipped by the hard frosts than of Premier.

7. We picked over twenty acres of Premier, Dorsett and Fairfax this year. In these fields the comparative ripening date was about as indicated above, but in yield Fairfax was fully equal to Premier, and Dorsett only slightly less wherever the beds were reasonably thin.

8. We are carrying over these old trial plots and have about two acres of young trial beds including all the leading varieties and about 100 selections from U. S. Department of Agriculture. Come and see us and them at fruiting time. We will welcome you and you will be interested in checking up on the varieties you know in comparison with new varieties and unintroduced seedlings.

More Than One Name

Orem (Frostking)
Ridgely (Jupiter)
Lupton (Townking)
Marshall (Banner)
Howard 17 (Premier)

For one reason or another, these present-day varieties have been introduced under two or more names.

Chesapeake (Lateberry)
Progressive (Champion, Imperial)
Big Joe (Joe, Joe Johnson, New Hope)
Parsons Beauty (Gibson, Pocomoke, Sussex)
Big Late (Kellogg's Big Late, Townsend's Big Late)
Senator Dunlap (Dr. Burrell)
New York (Corsican, Uncle Jim, Oswego, Armstrong)

We Are Dropping These

Success, Red Gold, Joslin's Prize, Wil-Son, Empire State and Washington no doubt have produced good crops under some conditions. However, where we have seen them grow, other varieties on our list are so much better that we doubt if the above list are the best varieties to grow anywhere, at anytime. We can supply 25 of any of the above for 50¢ but we do not recommend them.

Truth About Varieties

Green Co., Ind., April 3rd, 1934. I appreciate your honesty in telling the truth about varieties. —Mr. D. E. Groves.

Proper Spacing of Plants

It has long been noted that the biggest and best strawberries in a matted row field were produced along the edges of the rows and in spots where the plants were thin. "Don't let the plants of free-growing varieties get too thick" is advice that has been freely given. It has remained for experiments in N. C. by U. S. Dept. of Agri. and N. C. state workers in 1933-34 to really demonstrate the possibilities proper spacing holds out for bigger and better crops of berries. It is not expected that all varieties in all sections will equal these results, but they are striking enough to be given careful study in all the states that grow berries with the matted row system.

Results from Spacing Blakemore Plants in N. C. in 1933-34

System of training	Yield in 32-qt. crates per acre	Per cent of U. S. No. 1 berries	Relative size of berries	Per cent of berries showing decay after 24 hours
Double hill row with runners rooted early	110	90	100	5
Rows 24 inches wide with plants spaced 9 inches apart	156	84	88	8
Rows 24 inches wide with plants spaced 6 inches apart	149	80	80	10
Matted rows 12 inches wide	66	68	72	16
Matted rows 30 inches wide	72	57	62	26

Note that yields increase with wider spacing up to 9 inches apart. Note also the poorer keeping quality of berries from the thick, densely shaded matted rows. In other of the N. C. experiments rows with plants numbering 30, 4, 1.8 and 2/3 of a plant per square foot produced yields of marketable fruit of 40, 119, 131, and 99 crates per acre respectively.

Without going to extremes on insufficient evidence, it is safe to say that "bigger crops of better berries" can be had by saving the very first runner plants made and by restricting the total to from 4-6 per square foot. This should help especially varieties like Dorsett, Blakemore, Narcissa, Bellmar, etc., and also Catskill, Fairfax, Premier, Aberdeen, and others in places where they make large numbers of runners.

Concerning field observations of the new varieties, Dorsett and Fairfax, Dr. George M. Darrow of the U. S. Dept. of Agriculture made this statement in "Science" magazine of October 5th, 1934: "Growing conditions were favorable in 1933, and dense stands of plants were usual. The Dorsett commonly made three or more times as many plants as the Fairfax and produced less fruit. Even in one of the best commercial fields, areas occurred having over 38 plants of Dorsett per square foot and producing little fruit. In this field good crops of Dorsett were not produced when there were more than 8 to 14 plants per square foot. **In adjoining rows of the Fairfax where the yield averaged 12,000 to 15,000 quarts per acre the best yields were where there were as few as 4 plants per foot.** The Chesapeake variety in adjoining rows were producing very large crops with 6 plants per square foot." Runner restriction, conserving as it does the soil nutrients and moisture, tends toward more crowns, more fruit buds and more fruit per plant.

Canvas Hose Irrigation

Adequate moisture for strawberries is important. The addition of stable manure and green manure crops, as well as thorough cultivation and mulching helps retain water from rainfall. Usually these are adequate, but dry seasons like 1934 in many areas emphasized the value of an additional water supply.

Canvas Hose Irrigation, though new and limited in trials, we consider a promising method for economically and profitably irrigating strawberries as well as other small fruit and garden crops. With this method a canvas hose is laid between two rows or on top of each strawberry row, attached to the supply of water, with a plug or cap at the farther end. The hose is filled and the water oozes out slowly and seeps through the soil for some distance on each side. It seems especially well adapted for gardens and small plantings that have a convenient water supply, although strawberry growers in Wisconsin, Michigan and other states are using it profitably on larger commercial plantings.

The **advantages** of this method are several: **1.** It is relatively cheap. Home made hose can be prepared or the commercially made product purchased at small expense. **2.** High pressure water supply is not necessary, a moderate pressure providing for its use even on slightly rolling land as well as on level land. **3.** Where city water is available, common garden hose can be used to carry to the canvas hose sufficient water for irrigation of small plots. **4.** Being applied slowly and absorbing slowly the distribution of water is more even than with other methods, especially on rolling land. **5.** It does not wet and "mess up" the foliage and berries as overhead methods do. This should certainly help the keeping quality of the berries. **6.** It is well adapted for use in mulched plantings. **7.** The hose can be moved frequently and used for other garden crops or other rows.

As **objections,** it may be stated that the canvas is rather hard to handle when wet, that, though inexpensive, the hose is rather short lived, and that the method is new and that its limitations as well as possibilities are not fully developed.

Further information about commercial sources of supply or on making homemade hose will be sent to any of our customers requesting it.

FAIRFAX *and* DORSETT

Finest we've seen in Fifty Years

Fairfax and Dorsett at their best are the finest varieties it has been our privilege to see in our fifty years' experience in growing strawberries. They are about the equal of that grand old variety, Premier, in productiveness and are far superior in vigor of plant growth as well as in average size, attractiveness, firmness and quality of the berries. They are so much better that we can still truthfully say that we never expect to set another Premier for fruit. From plantings of Fairfax and Dorsett made in the spring of 1933 we have enthusiastic reports over a wide territory. These come from Virginia, Kentucky, Missouri, Nebraska, Wisconsin and all states in this country further north and further east, also including Quebec and Ontario, Canada. Further South and West we have good reports from North Carolina, Florida, Georgia, Alabama and Arizona. In the Northwest they have proved their worth as seedlings for several years. We therefore feel that Fairfax and Dorsett may be well adapted for the regions mentioned, especially if proper spacing is done. Having seen how fine they are where they are adapted we cannot urge too strongly a thorough tryout of Fairfax and Dorsett, both for gardens and for commercial plantings.

ORIGIN

Both Fairfax and Dorsett are seedlings of the Premier (Howard 17) and Royal Sovereign, an old English variety of high dessert quality. Fairfax has been grown since 1925, Dorsett since 1923. They were originated by Dr. George M. Darrow and his assistants in the U. S. Department of Agriculture and were selected from fields containing thousands of seedlings from scientific crosses, several hundred of which had the same parentage.

VIGOR AND HEALTH OF PLANT GROWTH

In this respect Fairfax and Dorsett are all that could be desired, making a strong, robust growth, perfectly healthy and setting plenty of plants. In fact, Dorsett especially sets so many plants they must be kept thinned for best results. On rich soil both must be fertilized sparingly, if at all. Their vigor has been remarkable regardless of location or weather.

Pint of Fairfax Berries
(much reduced)

PRODUCTIVENESS

In all the trials where accurate records were kept in 1931, 1932, and 1933, Dorsett and Fairfax have been about equal or superior in productiveness to Premier as well as all other varieties except Catskill. In 1934 this still held true over a wide area although we frankly admit there were some sections where the yields of Fairfax and Dorsett as well as other varieties were not satisfactory. A great deal of this was due to overcrowding of the plants in the row. See "Proper Spacing of Plants," page 15. Dr. Geo. M. Darrow of the U. S. Department of Agriculture, who originated both Fairfax and Dorsett, stated that in 1934 rows of Fairfax where the yield was over 12,000 quarts per acre the best yields were obtained where there were as few as four plants per square foot.

In the September 6th, 1934 issue of Science Magazine, Dr. Darrow says: "Careful observations during the current season of the new varieties Dorsett and Fairfax and the older variety Blakemore support the explanation that spacing is the chief factor in the local adaptation of strawberry varieties." Under favorable conditions Fairfax and Dorsett produce abundant crops of fine berries.

FAIRFAX, DORSETT, AND THE WEATHER

With one exception Fairfax and Dorsett stood up better than Premier under all conditions of unfavorable weather. If it is too hot, too wet, or too dry during either growing or fruiting season, or very low winter temperatures Fairfax and Dorsett hold up better than Premier. Where there is heavy frost or a succession of heavy frosts and freezing weather in blooming time Premier can certainly withstand more than Fairfax and Dorsett. Mr. C. J. Wetmiller of Steuben Co., New York, told us that he had seven consecutive hard frosts on his strawberry rows. Under such conditions Premier produced a fair crop; Fairfax somewhat less total yield, and Dorsett a quite disappointing yield. All of them had many frost nubbins injured but not entirely killed by the frost. However, except where late frosts and freezes at blooming time are a regular thing Fairfax and Dorsett should be planted. They are enough better than Premier under normal conditions even to justify occasional danger from hard frosts and freezes. Drought was a factor over quite a wide area in 1934, but except where coupled with frost or freeze damage, Fairfax and Dorsett stood up as well as any and better than most other varieties.

PERFECT BLOSSOMS

Both Fairfax and Dorsett have perfect blossoms, so do not require other varieties for cross-pollenation. Fairfax and Premier both have somewhat more fertile pollen than Dorsett. This fact makes it especially important to keep Dorsett plants fairly thin on the row as a very thick bed makes conditions unfavorable for complete setting of fruit.

SEASON OF RIPENING

Experience for several years previous to 1934 showed Dorsett, Fairfax and Premier ripening almost exactly the same day. For some reason, however, in 1934 in many places Dorsett was two or more days later than Premier, and Fairfax two days or more later than Dorsett. Unless more frost damage to early blossoms of Fairfax and Dorsett than to Premier provided the answer, we have no explanation. We expect to watch this carefully again this season and report. It hardly seems likely that the habit of six or seven years will be completely changed. We believe a normal season will find Dorsett ripening with Premier and Fairfax not over a day or two later.

SIZE OF BERRIES

Under favorable conditions Dorsett and Fairfax average very large, considerably larger than Premier and Blakemore. They are fully as large as that Aristocrat of all late varieties, the Chesapeake. In fact, Fairfax resembles Chesapeake very much in size and appearance.

FIRMNESS OF BERRIES

Fairfax and Dorsett berries are both very firm, Fairfax being somewhat the firmer of the two. Blakemore is considered very valuable as a long distance southern shipping berry largely because of its unusual firmness. As compared with Blakemore, Fairfax is slightly more firm and Dorsett slightly less firm. Both of them are much firmer than Premier and are suitable for shipping berries as well as for local market and home use. Furthermore, they are firm enough to stand up better than other varieties where lack of sufficient labor makes it impossible to keep the berries picked closely, and where they are subjected to very wet conditions due to frequent rains.

Cluster of Dorsett Berries
(much reduced)

COLOR OF FRUIT

Dorsett berries at the proper picking stage are medium light in color and retain their lightness to a very high degree even after they begin to get quite ripe. Fairfax at the proper picking stage is not dark, but becomes quite dark after they get riper, and almost purple for several days before they decay. 1934 experiences in many places showed Fairfax outselling Dorsett. Buyers soon learned that the dark color does not mean decay. At the stage when Premier and varieties of similar firmness start to decay, Fairfax merely turns darker for several more days.

APPEARANCE

Both Fairfax and Dorsett are beautiful, showy berries. Dorsett will attract some more on account of its lighter color, but Fairfax has prominent yellow seeds and a shiny, almost polished skin which makes it very rich looking. Both Fairfax and Dorsett look well in the package and should bring top prices on the markets on showiness alone.

QUALITY

Fairfax and Dorsett set new standards of quality. Most people who have eaten both place Fairfax slightly ahead. Practically all, however, state that either of them is superior in quality to any other variety ever introduced. Mr. Orville Ray of Lake County, Ohio, says, "Mrs. Ray and I have both lost our taste for Premier since eating Fairfax and Dorsett." That is the way we all feel here. We predict that there will be a larger consumption of berries after Fairfax and Dorsett replace lower quality kinds. We predict also that on the same market Fairfax and Dorsett will bring a better price than Premier and other early varieties on account of the much better quality.

FAIRFAX OR DORSETT—WHICH?

Our answer is, try them both and grow the one that succeeds best for you. Experience this year indicates that in some places Fairfax is best; in others Dorsett is best. Either of them at their best is better than any other early variety we have ever grown. We do not believe the darker color of Fairfax is going to be much of a handicap commercially. You will be delighted with the quality of either Fairfax or Dorsett. Generally speaking our reports indicate that Fairfax may be better when grown in the extreme northern sections and Dorsett somewhat better when grown farther South than Virginia or Kentucky. **Try them both! They are worth it!** Price list, page 33.

1934 Experiences with Fairfax and Dorsett

In June, 1934, we stopped at the farm of Mr. George Kramer of Schuylkill Co., Pa. Mr. Kramer is one of the best berry growers in that state. He told us that Dorsett and Fairfax were showing up well and that after seeing them in fruit he was glad that in his new plantings he had set only those varieties for early berries. He liked both varieties, but at that time had not made up his mind which he liked best. On account of severe weather no varieties had produced a full crop, but Dorsett and Fairfax were showing up well in comparison, with about one half a crop or a little better.

Here are some reports from other states which we received from growers who set a few plants of Fairfax and Dorsett in spring, 1933, and fruited them in 1934.

WISCONSIN

Bayfield Co., Wisc.—When my pickers wanted berries to eat this year they went for the Fairfax and Dorsett. These berries also rate very good in attractiveness, above other varieties in keeping quality and as good as any in productiveness with me this year. I expect to continue growing them.—Mr. Carl A. Sorensen.

VIRGINIA

Stafford Co., Va.—I did not keep exact account of the number of quarts but as far as I can judge Fairfax and Dorsett were the most productive I had this year. I think they averaged larger than any I had with the possible exception of Chesapeake. Their firmness was all I could ask; as for their keeping quality I know nothing for they were eaten just as fast as they got ripe. I think their flavor is the best I have ever tasted and I have been raising strawberries off and on for more than 50 years. Their appearance was all any one could wish. From the 200 plants of Fairfax and Dorsett I gathered much more than 200 quarts of berries, though on the last of April the patch was covered with dead blooms, and the fruiting season was rather too wet at first. With me Fairfax was better than the Dorsett. If they do as well next year as this I will abandon the Premier. I have been very fond of trying new varieties but I think I will stop and just read your catalog. I have always found your descriptions just. Until you find something better I shall plant only Fairfax, Dorsett and Chesapeake.—Mr. George L. Gordon.

RHODE ISLAND

Providence Co., R. I.—The Dorsett and Fairfax berries have the best quality and flavor of any variety I have ever grown and I have been growing them for twenty-five years. We had a late frost this year which killed some of the first blossoms but had a fair yield. The berries were firm, very attractive. They are the only ones I intend to grow as they are superior to any other varieties I have tried.—Mr. F. E. Paul.

WEST VIRGINIA

Marion Co., W. Va.—My Fairfax and Dorsett plants made a vigorous, healthy plant growth in spite of the fact that we had almost two months of hot, dry weather after the plants were set. We did have some rain the same day, however. Last winter we had temperatures around twenty degrees below zero for nearly two weeks straight. As we did not have the plants mulched we expected them to be frozen out but they seem just as vigorous as they were last fall and bore very plentifully, much more than Chesapeake. From 400 plants set we picked over 240 quarts of berries. Everyone said they were the nicest berries they could find this year and we had no difficulty in selling them right at the patch as they were very showy and commanded a lot of admiration, not only by their quality but from their appearance and size as well.—Mr. Russell Wade.

NEW HAMPSHIRE

Rockingham Co., N. H.—The Fairfax berries were certainly all you claimed for them and more. I am not going to plant any other early variety in the future. I never saw or tasted anything like them.—Mr. W. H. Burke.

KENTUCKY

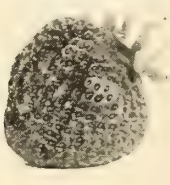
Franklin Co., Ky.—The past spring was one of the driest for many years except 1930. It was also very hot at fruiting time but my Fairfax and Dorsett berries (especially the Fairfax) stood up and bore berries of enormous size. Under these conditions both varieties made a vigorous plant growth, Dorsett entirely too thick and four feet wide. Fairfax picked twice as many quarts of number one berries as Premier or Gandy. People were amazed at the size and beauty of Fairfax. Dorsett, with the thick beds, rated with Premier in size and productiveness. Fairfax was very firm and delicious. We did not think strawberries could be as delicious as Fairfax and Dorsett. They are both very attractive also. While other berries spoiled on the counter Fairfax sold as rapidly as I could deliver them to the grocer. In fact he told me he was forced to conceal the Fairfax berries in order to move the other varieties he had for sale. Dorsett, I believe, should be grown in a narrow fruiting row. I shall try it again. I am sold on Fairfax.—Mr. J. B. Irvine.

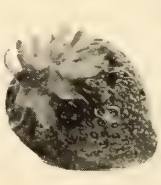
CANADA

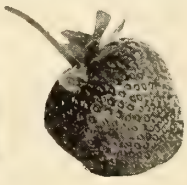
Quebec, Canada.—Both Fairfax and Dorsett plants purchased from you in Spring of 1933 made a very vigorous growth, free from diseases. We picked a good number of crates of berries which sold very well as the berries were exceptionally nice and good flavored. We made no actual measurements of crops as the acreage was not big enough, but we are satisfied that the two varieties gave us just as good, if not a bigger crop than any of the other varieties we have such as Glen Mary, Premier, Dr. Burrell and Sen. Dunlap. In the case of Dorsett, the berries were just as large, if not larger than Dunlap and the quality was as good. Fairfax gave us exceptionally large fruit, dark red in color, of very high quality. The fruit was larger than any of the other varieties we had. While we like very much both varieties, Fairfax seems to have outstanding qualities and we think will make a place for itself in this province.—W. H. Perron & Co., Ltd.

NEW YORK

New York Co., N. Y.—I have had most excellent results from your Fairfax berry which I have planted at my private garden at Port Washington on Long Island. I never tasted such berries and the plants have done overtime. I wish, however, to prolong my season and was considering putting in the Chesapeake as a late berry.—Miss Alice S. Hawkes.







MISSOURI

Clinton Co., Mo.—Both Fairfax and Dorsett made a vigorous, healthy growth, Dorsett making a few more plants than Fairfax. In productiveness they were equal to any varieties I had, possibly not as great a set of berries as Premier, but averaging larger. Dorsett seemed firmer than Premier, probably firmer than Chesapeake. Fairfax was firmer than Dorsett. The flavor is superior to other kinds and in general appearance they are the best I have ever grown. We had no late frost, but the most extreme drought ever known here. Fairfax and Dorsett stood the dry weather better than the other varieties I am growing. Under our hot dry conditions it was very noticeable that both Fairfax and Dorsett foliage protected the fruit from the burning sun much better than Premier.—Mr. J. H. Baldwin.

OHIO

Fairfield Co., Ohio.—The Fairfax and Dorsett plants I bought of you in spring 1933 were grown under the worst weather conditions that Central Ohio has ever experienced. About the 11th of May the temperature dropped to twelve above zero and killed all the blooms, but Fairfax, like Premier, seemed to put out a lot of bloom and matured a fair crop of berries. Dorsett did not fare so well. Fairfax production was about the same as Premier and the berries resembled Chesapeake in size and appearance. Fairfax is the solidest berry I have even seen and stood the extreme dry weather and heat very well. Those who tried Fairfax said they were worth five cents more per quart than any berry I ever had. Fairfax berries were all so perfect, even to the very last, that I did not see how they could be improved upon. I do not think either Dorsett or Fairfax had a fair show, but for comparison I will cite the following. From 100 Fairfax planted we picked 49 quarts of perfect berries. My neighbor, from 1 acre of Aroma picked 170 quarts of poor berries.—Mr. Harry E. Benson.

MAINE

Cumberland Co., Maine.—The Dorsett and Fairfax strawberry plants bought of you last year made a healthy and vigorous growth of plants, more so than the good old Premier planted by the side of them, but I had them on low flat land, and lost about all by water standing over them when snow melted in spring. The few I saved were far superior in flavor to anything that ever I saw, and I have tested about everything that was put on the market in my time. In my opinion you have in no way overrated anything you stated in your catalog concerning them, and I shall plant nothing else for an early berry next spring.—Mr. H. H. Holm.

ILLINOIS

Winnebago Co., Ill.—I am sorry I cannot report as to productiveness of Fairfax and Dorsett as owing to the extreme drought this summer the strawberry crop in this district was a complete failure on all varieties. We had no rain throughout the spring and summer until August. However, there was enough matured to give me an insight as to their quality and flavor as well as size compared to the older varieties and I cannot speak too highly of them. We also had an extremely dry season last year and while others who planted the older varieties in the spring of 1933 lost nearly all their plantings, my Dorsett and Fairfax came through the summer in a very thrifty condition and produced an abundance of runners.—Mr. Lewis Wood.

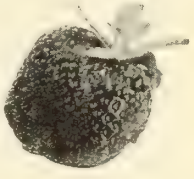
FLORIDA

Palm Beach Co., Fla.—In this climate Fairfax is O. K. in every respect. It is the heaviest bearer I ever saw. Dorsett is susceptible to root knot but in every other respect is far better than Missionary. The Southland is the healthiest, finest looking plant I ever grew in this section but this season it is very late. Just now coming into bloom. The fruit from a few Southland that bloomed early is far superior to Missionary, being practically free from brown rot, which is very bad with Missionary after a rain. However, the same freedom from rot applied to Dorsett and Fairfax. Brown rot causes most of our loss with Missionary, also Blakemore. I think the Fairfax and Southland are going to be the coming berries for me personally for local market.—Mr. B. G. Ball.

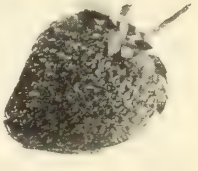
The Biggest Mistake

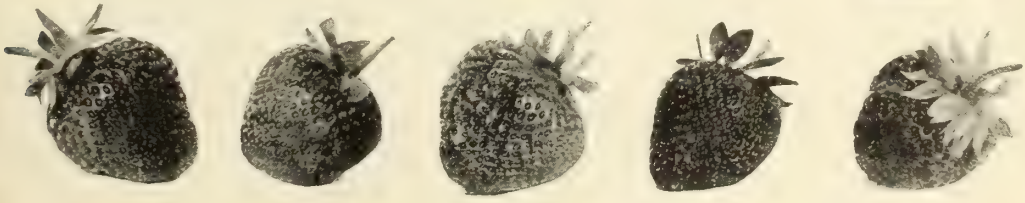
Fairfax and Dorsett were beyond question equal to Premier in productiveness and far superior in the other respects in 1931, 1932, 1933 and in former years. This was true in all sections where they were being grown in those years. However, it was not to be expected that they would be so far superior to all others in every locality and under all conditions. No variety has ever been best everywhere every year.

In all frankness we state that in 1934 under some conditions Fairfax and Dorsett were not equal to Premier in yield. Under other conditions, usually not favorable, Fairfax and Dorsett were not up to previous performances, but still better from a profit standpoint than Premier. And in addition we have many reports from nearly all the "Premier" states endorsing Fairfax or Dorsett or both enthusiastically.



Now this is our 50th year in growing and selling strawberry plants. We have been at it too long to start now advising growers to plant certain varieties against what we believe to be their own best interests. With this in mind we state now in all sincerity that we believe the **biggest mistake** a strawberry grower could make would be to fail to try out Fairfax and Dorsett, or to give them further trial if their 1934 experience with them was not up to expectations. Fairfax and Dorsett have been too fine in previous years and in many places this year to justify strawberry growers anywhere in letting one season of abnormal weather conditions deprive them of the benefits of the "Best new varieties in years." If results another year indicate that we are wrong in our belief we will say so frankly—but our faith in Fairfax and Dorsett is such that we will plant **no other** early variety in our own fruiting fields.





A Fancy Pack for Fine Prices

Fairfax and Dorsett Will Sell for More

WHOLESALE PRICES RECEIVED FOR FAIRFAX, DORSETT & PREMIER BY THE W. F. ALLEN COMPANY ON THE NEW YORK MARKET IN 1934

	May 24	May 25	May 27	May 28	May 30	May 31	June 1st
FAIRFAX	....	20¢	9½¢	11¢	9½	9¢	10¢
DORSETT	12¢	17½¢	13¢	11¢	...	9¢	9½¢
PREMIER	9¢	14¢	8¢	7¢	7¢	..	7¢

These figures do not represent small shipments at special prices, but include over 9,000 quarts of Dorsett; 10,000 quarts of Fairfax and 5,000 quarts of Premier made during this period.

After June 1st Premier had run down so that they were not worth shipping on the low market then existing. We were able to make shipments of Dorsett for three days longer and of Fairfax for six days longer. In fact, Fairfax proved to be the best money maker we had this year. Above figures refer to prices received on the New York Wholesale market. We also made several shipments to Baltimore. Near the end of the season when all varieties had run down considerably our Baltimore commission man told us by phone: "Keep on shipping those Fairfax. I have a buyer who has learned that they will really hold up even if they are rather dark." Five months later when we happened to stop in this same commission man's office, he said, "I hope you will have plenty of Fairfax berries to ship next year. It looks as though the chain stores are going to take hold of them because they hold up so well."

Mr. E. B. Underhill of Dutchess County, New York, received $8.00 per crate for many of his Fairfax and Dorsett and $4.00 per crate for his Premier on the Poughkeepsie market in 1934. "What difference does it make," said Mr. Underhill, "if Premier does produce a few more quarts per acre? Many years ago I took your advice, planted Premier and made more money than I could have with varieties then being grown. Now I am repeating this experience with Fairfax and Dorsett."

Mr. Frank Souza of Barnstable Co., Mass., wrote us: "I sold Fairfax and Dorsett at my stand this year. I sold Howard 17 berries at 15¢ a quart, Dorsett and Fairfax at 25¢ a quart. At first my customers thought it was too much paying 10¢ extra to buy the best. But afterwards I did not have enough Fairfax and Dorsett to keep them supplied. They are both good berries."

Mr. A. R. Smailes of Hamilton Co., Ohio, also wrote us: "I reset all the Fairfax and Dorsett plants I had this spring and so had none to fruit. A man near here who had a small patch of Fairfax under irrigation received $4.50 for 24 quarts when others were getting around $2.00. I expect to set some of each next spring in place of Premier."

Here is the experience of Aubrey Whitney of Fayette Co., Ala.: "I picked a Fairfax that weighed a little over an ounce and measured over seven inches around. Is this a record? I had a few Blakemore and Missionary planted on a plot next to Fairfax and Dorsett and so far I am getting four to five times as many berries off the Fairfax and Dorsett as I am off the others. The best price here for the others is 10¢ per quart. Fairfax and Dorsett will bring 12½¢ per quart, and are being sold in preference to Blakemore, Missionary and Klondyke."

Mr. F. E. Moorehouse wrote from Richardson Co., Nebr.: "Fairfax and Dorsett were about as productive here as Premier and Dunlap. Both varieties were very firm and exceptional keepers. In quality everyone here agreed that Fairfax was the best flavored strawberry they ever tasted. They have everything beat I have yet seen in this country, especially Fairfax. I sold what I had this year for **almost double price** for sunkissing and preserving and my customers report fine results."

PREMIER

Since it was introduced in 1915 Premier has practically replaced all other early berries except in the South and far West. A sure indication of the value of Premier is the number of early varieties that are compared with it. Premier is recognized as the one early variety a new variety has to surpass in order to become established. We stated last year that Fairfax and Dorsett outclassed Premier as an early berry for home gardens or for shipping, just as completely as Premier outclassed the others when it was first introduced. This is still true where Fairfax and Dorsett are grown under favorable conditions. However the year 1934 provided an abundance of the one set of conditions where Premier outranks Fairfax and Dorsett. Those conditions are, hard frosts or a succession of hard frosts and freezes during the blossoming fruit setting period. Under these conditions Premier was far more productive, so we would say that where Premier is grown in what might be termed "frost pockets," where late frosts and freezes are the rule rather than the exception, and where the market calls for just berries regardless of average size, appearance, firmness and quality, Fairfax and Dorsett will probably not replace Premier to any great extent.

Vigor and Health of Plant Growth

Premier not only does well over a wide range of territory by producing fairly vigorous but very healthy plant growth on nearly all soil types. In freedom from disease Premier ranks with the best. It is slightly less vigorous than Fairfax and Dorsett. It has been suggested that the wide adaptability of Premier is apparently related to its rather limited production of runner plants. Improvements in yield and grade of Premier berries from proper spacing of plants (see page 15) will probably not be as marked with Premier as with free running varieties like Dorsett, Blakemore, Catskill, Bellmar, or even Fairfax, although no doubt some attention to spacing will pay well even with Premier.

Size and Productiveness

Year after year under all conditions Premier is probably the most productive variety ever introduced. Under favorable conditions Dorsett and Fairfax, as well as Catskill and Aberdeen, will equal or surpass Premier in total quarts per acre. With Premier, so many berries are set that in a dry season, especially where hard frosts have not reduced the set, the average size toward the last end of the crop run down much faster than Fairfax or Dorsett.

Color and Appearance

Premier berries are a medium red in color, getting quite dark as they get riper. They have a medium size green cap which generally stays green throughout the season. They are very handsome in appearance, and show up well in the package.

Firmness

Premier berries are moderately firm. They will hold up for local market and shipping considerable distances by truck. They go down very quickly when shipped under ice. They are not as firm as Blakemore, Bellmar, Missionary, or Klondyke. Fairfax and Dorsett are both much firmer and in home garden or commercial planting will stand up in a fruiting season that is very wet or very hot much better than Premier.

Quality

Compared with the older varieties they rank up well in quality, William Belt and Chesapeake being only slightly better. Fairfax and Dorsett are much better in quality than Premier, outranking all other introduced varieties in this respect except possibly Narcissa.

Resistance to Frost Injury

Here is where Premier stands supreme. Not since 1915 when it was first introduced has Premier failed to give at least a fair crop regardless of frosts or freezes. Premier seems to be practically frostproof and on this account alone it will continue to be grown in many sections for a long time. Probably not in fifty years has there been a year like 1934 which would give Premier a chance to prove that in resisting late frosts and freezes, if in no other way, Premier is superior to Fairfax and Dorsett. Price list, page 33.

BELLMAR

A Fancy Early Shipping Berry

Bellmar is a cross of Premier and Missionary originated by the U. S. Department of Agriculture. We have grown Bellmar for several years. Bellmar makes a plant growth somewhat larger and stronger than Premier, though under unfavorable conditions it perhaps does not hold up quite as well. The plants are quite productive in most of the area to which it is adapted and under some conditions it produces very heavily. Very high yields have been obtained in Connecticut, New York and in some parts of the middle West. The berries themselves are rather long and conical in shape with a very large green cap. This makes them very attractive. The berries are a bright red color when picked at the proper time, becoming fairly dark red a little quicker than Premier. The berries are better in quality, firmer, hold their size about as well and usually sell about with Premier. It is worth trying in most of the Premier territory and possibly slightly farther South. Bellmar is a worthwhile new variety and would become more prominent if Blakemore, Dorsett and Fairfax, all early, had not come out so soon following Bellmar. Except under special local conditions we believe they will all prove more profitable than Bellmar. We have some nice plants of this variety for those who know and like it or who want to give it a trial. Price list, page 33.

BLAKEMORE

Early-Solid-Productive A Great Shipping Berry

During the few years since its introduction by the U. S. Department of Agriculture the growing of Blakemore in large commercial plantings has increased tremendously. It is a cross of Missionary and Premier. Throughout all of the Southern States and as far north as Missouri, southern Illinois and Maryland large commercial plantings have been made. As a shipping berry for the South it seems likely to almost completely replace Missionary and Klondyke, except in Florida where Missionary is still the leader. Here are some of the reasons for the tremendous increase in popularity of the Blakemore.

Growth. Blakemore makes a vigorous, healthy growth. In fact it will make more plants than any leading variety on our list, except possibly Dorsett, under a wide variety of soil conditions. The foliage is healthy and stands up well throughout the fruiting season.

Productiveness. Blakemore is sufficiently productive. There are a few varieties which are slightly more productive, but Blakemore ranks very high in this respect. In 1933 our trial plots yielded at the rate of over 10,000 quarts per acre.

Firmness. The berries are very firm and will stand shipping long distances and go into market in excellent condition. This factor is important when shortage of help or unusually wet weather delays picking. In dry years especially, Blakemore berries will hang on the vines several days in good condition. Even in wet years they stand up better than most of the others.

Color and Attractiveness. Blakemore berries are very light in color and rank 100 in attractiveness. They are very pretty and usually sell well.

Size and Quality. In average size, Blakemore berries are somewhat smaller than Premier and considerably smaller than Dorsett and Fairfax. The eating quality of the fresh fruit is rather tart, but it is very well liked by the cold pack men and for canning and preserving.

CAUTIONS

Too Many Plants. Blakemore makes so many plants that they must be kept thinned. In dry years especially if this is not done the size of the berries will be disappointingly small. See page 15 for actual results from spacing Blakemore plants.

In the North. We have had a few favorable reports from Blakemore north of Maryland. A great many have been unfavorable. It may be that proper spacing of plants as reported on page 15 will widen the territory where Blakemore can be grown profitably. Price list, page 33.

This variety was introduced by the U. S. Dept. of Agr. in the spring of 1932. Its behavior since that time has emphasized the fact that it is the first really good home garden berry the South has ever had. Fairfax and Dorsett may prove valuable in many of the higher elevations in the South, but probably will not be as good generally as Southland. In Eastern North Carolina Southland makes a larger, more vigorous plant than Blakemore, Dorsett or Fairfax.

The berries are unusually large and very fine in quality. Most southern varieties, like Missionary, Klondyke, Blakemore and others are not of high dessert quality. There should be a place for Southland as the home garden berry for all sections from North Carolina south. Even as a local market proposition it seems almost certain that the people in Southern towns and cities would appreciate and pay for very considerable quantities of berries that have the size, appearance and quality of Southland.

One rather surprising fact about Southland has shown up in the last two years. From Virginia through North and South Carolina Southland is one of the earliest varieties. From middle Georgia through Florida Southland ceases to be an early berry and comes into bearing some time after Missionary, Klondyke or Blakemore. Despite this fact we believe that in many communities of the South Southland offers an opportunity not only to enjoy better strawberries than ever before, but to start also a profitable business supplying fancy, large, high-quality berries to local markets.

Recent experience seems to indicate that the susceptibility of the early Southland blossoms to injury by late frosts makes it inadvisable to plant this variety farther North than Virginia except for tryout purposes.

Shipments of berries have been made successfully and profitably from North Carolina to Washington. The berries are quite firm in flesh and will stand up for some time, but must be handled very carefully as the skin is tender. No variety makes a healthier, more vigorous, disease-free foliage than Southland and it stays greener all winter than any variety we have on our list. Price list, page 33.

Other Early Varieties

Clermont A New York Station seedling of Marshall and Premier. It has been highly praised in some sections of the North. In New York state it bears a heavy crop of large, smooth, bright glossy red berries with an attractive green calyx. With us it makes a strong vigorous fruiting bed but at least in a wet year like 1934 the foliage does not stand up, nor do the caps remain green. Well worth trying in the North but not recommended for regions further South than Pennsylvania. Catskill and possibly Culver do better in the latitude of Maryland on the showing to date than any of the New York Station seedlings, most of which rust badly this far South. Price list, page 33.

Cooper Berries very good in quality, first ones large. Although very good in a few scattered localities it has not generally lived up to the claims made by the Michigan growers who introduced it several years ago. Cooper is of little value to us. There seems no reason whatever to grow it with varieties like Fairfax, Dorsett and Premier available. Price list, page 33.

Howard 17 (Premier) This variety is identical with Premier and the same description applies. Many growers feel that Mr. Howard, who originated this variety, has not received the credit due him for it, but the facts are that it was introduced as Premier and advertised extensively under that name so that most growers, except in New England, know it and buy it as Premier. It is significant, also, that in all their experimental work the officials of the U. S. Dept. of Agr. consistently refer to this variety as Howard 17, and not as Premier. Under whatever name you buy it, you will get a berry of real merit. Price list, page 33.

Klondyke The leading market berry in many sections of the South. Uniform in shape, medium size, light in color, and an excellent shipping berry. Plant growth is vigorous but only medium in productiveness. Berries ripen evenly all over and this, with the uniform shape and firm texture, has made Klondyke a favorite with canners and preservers. We believe Blake-

more to be superior to Klondyke in every particular. However, for those who still want them we have a fine lot of Klondyke plants. Price list, page 33.

McClintock Introduced in 1932 by the Tennessee Experiment Station. It is said to be similar to Klondyke in fruit and plant characteristics, but valuable because of the firmness and attractiveness of the berry and the ability to maintain a good size throughout the season. We fruited McClintock in 1934. In tests with Klondyke where both varieties were very badly over-crowded, McClintock yielded more berries than Klondyke and they were larger and apparently just as firm. If Blakemore were not so much better McClintock might become a valuable substitute for Klondyke. Price list, page 33.

Missionary Leading berry in Florida and popular in other Southern states. Missionary will do well on almost all soils, but will do better than most on the lighter soil types. The berries are medium in size, dark red in color, rather tart in quality and attractive in appearance. It is a very good shipper and is also a favorite with the "cold pack" or "juice" men. We believe that both Blakemore and Bellmar will prove better berries than Missionary in all the Missionary territory except Florida, where Blakemore in many cases is not living up to early indications of superiority over Missionary. Price list, page 33.

Narcissa Released in 1933 by the U. S Dept. of Agr. It is a seedling of Howard 17 and Royal Sovereign, the same parentage as Dorsett and Fairfax. Although not widely tested in the East Narcissa makes as many plants as Dorsett and Blakemore. There are some indications that Narcissa will prove valuable in the East where plants are kept well spaced, as indicated under "Proper Spacing" on page 15. In quality it ranks about with Fairfax and Dorsett. We have a moderate stock of nice plants and this variety is well worth trying. Price list, page 33.

Ridgely Ridgely berries look nice but are very poor in quality and in spite of their apparent firmness they break down quickly when shipped. We have some very nice plants for those who want to try Ridgely. Price list, page 33.

Senator Dunlap An old standard variety that has been widely grown in the middle and northern states for many years. It has partly been replaced by Premier because Premier berries are earlier, larger, better quality, and more handsome in appearance. Dunlap is still grown by many of its old friends and we have a nice stock of plants for those who know and want it. Berries are medium in size, bright rich red clear through, and fair to good in quality. Price list, page 33.

BIG JOE — MID-SEASON and a PROFIT MAKER

Many berry growers find Big Joe the most profitable midseason sort, although not as widely adapted as Premier. It does well on nearly all types of soil, but, like most others, responds quickly to good care and fertility. When grown for local or nearby markets where the shipping distance is not too great, Big Joe is one of the best money-makers we have. Locally it comes in with fine, handsome berries, just as many of the early varieties are beginning to run down, and often brings a premium of a dollar per crate on anything then being offered. The plant is a vigorous grower, very healthy and very productive. The berries are large in size and have a large, bright green cap which increases their attractiveness. They are also very fine in quality. Market gardeners who retail their berries, those who sell at the farm or on roadside market, or, in fact, anyone who can get a premium for large, handsome high quality fruit should include Big Joe in their plantings. Big Joe has some knockers as well as ardent boosters. All varieties must eventually step aside for new and better ones. Catskill may be the one to replace Big Joe. At any rate where Big Joe is not at its best growers should try some Catskill and even Big Joe boosters may find Catskill more profitable as a mid-season berry. However, the old favorite varieties like Big Joe are never replaced quickly. We have a fine stock of plants for those who know and want Big Joe. Price list, page 33.

Big Joe
(much reduced)

LARGEST and Most Productive

CATSKILL

We have been watching this variety for several years. It is New York Station seedling No. 4435. Before it was named it took a medal at the Massachusetts Horticultural Society in Boston. It attracted our attention favorably fruiting on government farms near Washington in 1931. Catskill is a cross of Marshall and Premier. It is one of the few New York Station seedlings that retain their health and vigor of foliage in this latitude. It seems likely that Catskill will be worth planting as a midseason berry as far South as Virginia and perhaps farther south in higher altitudes, and as far north as New York and Massachusetts. As suggested on page 15 under "Proper Spacing of Plants," Catskill is one of those varieties that grow vigorously and make large numbers of plants. It has been very noticeable with this variety as with others that the largest, finest berries have been found in sections of the row where plants are fairly wide apart.

In the two years we have had Catskill fruiting in our test plots it has outyielded any varieties in the test. In 1933, when Big Joe was the best we have ever seen it on high land, Catskill was equally as large in size, attractive in appearance and produced 25% more berries. In the 1934 trial plots the difference in yield was even greater because Big Joe blossoms were hurt somewhat worse than Catskill by the late frosts. Catskill is a midseason berry. In quality it is good but does not have the unusual flavor of Fairfax and Dorsett. In productiveness it seems to be second to none under normal conditions. In average size the berries are as large as any others we grow.

The plant growth is unusually vigorous with roots extending farther into the soil than most other varieties. Some leaf spot shows up but the growth is so rank and strong that no ill effects from it have been noted. The surface of the berries is sometimes slightly irregular but they have a brilliant red color and a bright green cap which makes them very showy. In the small shipments which we have made to date it has proved an excellent selling berry on the New York wholesale market, outselling both Fairfax and Dorsett which had begun to run down somewhat by the time Catskill came on. We have a nice stock of very fine plants and we believe that everyone who grows berries at least from Virginia north should give Catskill a thorough trial. Price list, page 33.

Catskill (much reduced)

Other Midseason Varieties

ABERDEEN

Aberdeen is one of those varieties that is extra good under certain conditions and very ordinary under others. In nearly all locations it makes a very vigorous growth with foliage dark green, almost blue in color. It is free from disease but often does not stand up well enough during fruiting season to protect the berries in case the weather is very hot and dry.

In productiveness and average size of the berries, Aberdeen will compare favorably with any varieties on our list, Premier, Dorsett, Fairfax or any others. The quality of the berries is only fair, being quite tart or acid especially during the first part of the season. The berries are lighter in color and maintain their light color even after they have begun to decay. They are very attractive in the package and where they can be handled quickly often bring an extra price over some other varieties. The berries are quite soft and must be handled quickly. In wet weather we find they decay quickly and in hot sunshiny days Aberdeen with Beauty will probably show more sun scald than any other varieties. Aberdeen ripens in midseason and is a valuable berry in some sections where it is well adapted.

Some of the faults which we have found are not likely to be so pronounced farther north. Some of the best growers of this variety say that Aberdeen is pre-eminently a clay ground strawberry. A New Jersey grower says: "When Aberdeen first colors, the flesh is of light color and every little bruise shows through the transparent skin. Let it hang for a day or two longer and the bruises are not so evident, and the flavor is also much improved. We rarely find a rotten strawberry in our Aberdeen patch. The chain stores pay us a premium on the Aberdeen in spite of the fact that they do not stand refrigeration very well."

We have a nice lot of fine looking Aberdeen beds and you will like our plants. Price list, page 33.

Culver Another New York State introduction. Does better here than any of the other New York Station varieties except Catskill. The plants are very vigorous and healthy and the berries are large, beautiful red color with bright green caps. Our small test showed the berries to be fairly firm, considerably darker in color than the Clermont, and red to the center. Culver is certainly worthy of a trial. Price list, page 33.

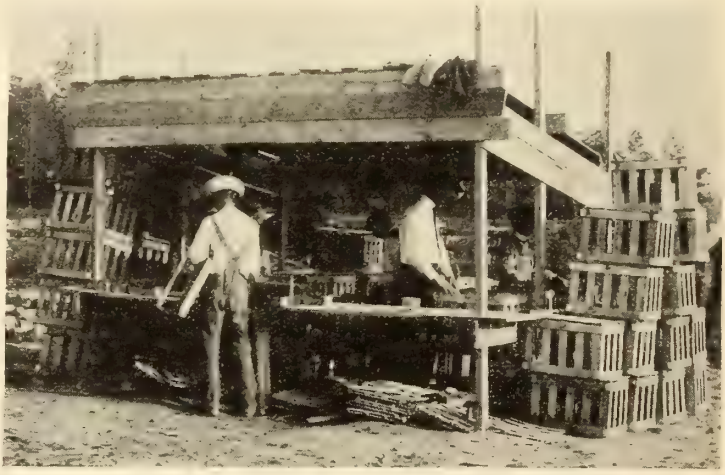
Glen Mary An old standard variety, well and favorably known to many strawberry growers in the North. Not recommended generally, but for those who know and like it we have a nice stock of plants. Price list, page 33.

Marshall One of the oldest varieties now being grown. Has always been known as a fancy garden berry, rather hard to grow but well worth the effort. However, with both Dorsett and Fairfax easy to grow and better quality, why grow Marshall. Still, we have some good plants if you want them. Price list, page 33.

Red Heart A development of the U. S. Department of Agriculture. Introduced in 1932. The plant makes a vigorous, healthy growth in summer and fall. In most places in the East the foliage in the spring is subject to disease and will not stand up through the fruiting season. It is recommended primarily as a canning berry for the Pacific Northwest. The berry is the firmest of any variety known, being even firmer than Fairfax. They are rather tart, which makes them desirable for canning and preserving, and are of a deep, rich red clear through. Price list, page 33.

BEAUTY

We have seen some excellent crops of Beauty. The plants and foliage in the summer and fall make a strong, vigorous growth. The new growth in the spring, however, is somewhat subject to leaf diseases and does not hold up as well as it should during fruiting season. Under favorable conditions the berries are real beauties, perfect in shape and with lots of gloss and shine. The berries are light in color and the flesh is very pale although of excellent quality. With us Beauty is quite susceptible to damage by unfavorable conditions, either too wet or too dry. Also subject to sun scald by hot suns. It should not be planted farther south than Pennsylvania although we have one good report on Beauty from Missouri, and others from Massachusetts Pennsylvania and Northern Ohio. Price list, page 33.



An inexpensive type of packing shed

CHESAPEAKE

The ARISTOCRAT OF STRAWBERRIES

Very few things in our fifty years' experience in growing and selling strawberries and strawberry plants give us more satisfaction than being the introducers of Chesapeake. It is not easy to grow a good fruiting bed, but if you can do that Chesapeake will prove to be the best late berry yet introduced. The most magnificent displays we have ever seen of strawberry beds full of fruit were Fairfax and Dorsett near Moorestown, New Jersey, and of Chesapeake near Pittsville, Maryland. Experiments with spacing plants (see page 15) indicate that one of the reasons why Chesapeake has been so good is that the plants are seldom overcrowded in the bed. Here are some of the things which have enabled Chesapeake to hold its place for so long as the most popular of all late strawberries.

Size. The berries are very large and hold their size well to the end of the season. In this respect it is the best late berry known. Unlike many other leading varieties, Chesapeake sets only moderate numbers of fruits, and for this reason it is able to size up practically every one to a good marketable size.

Quality. Chesapeake is unsurpassed in quality among the midseason and late strawberries, and is equaled only by two or three like Wm. Belt and Big Late. Occasionally a staunch friend of Chesapeake will insist that the quality is just as good as Fairfax or Dorsett.

Firmness. The berries are firm enough to stand shipment to distant markets. In fact, they will ship better than any large berry we have ever grown. Carload lots at commercial shipping centers have for years sold for consistently higher prices than other large late berries.

Growth. To get sufficient plants for a good fruiting bed, Chesapeake needs land that is well manured, and needs good care. Frequent cultivation and hoeing are a big help in growing Chesapeake, as this helps keep the plants growing all the time without any checks. Given good manure and good care, Chesapeake usually responds with a nice, well spaced fruiting bed, especially where plants have been set early.

Healthy Foliage. This is essential for profitable crops. Chesapeake makes plenty of strong, vigorous foliage which maintains its health and vigor through the fruiting season.

Frost Proof. Chesapeake and Premier are both practically frost-proof. Premier withstands frosts by its very hardiness, and the abundance of its bloom. Chesapeake escapes by its habit of late blooming.

Productiveness. The plants do not set enormous numbers of small berries, but they do set plenty for a fine crop, and for this reason they can size them up better and hold the size throughout the season better than if larger numbers of small berries were set.

Profit. We believe growers who have learned to grow Chesapeake right average at least $100 more per acre per year than most growers realize from any late variety. Well-bedded Chesapeake will produce an abundantly large crop of berries and the size, quality, firmness and appearance of these berries make them sell at highest market prices. We were the original introducers of Chesapeake and we have the plants true to name. Price list, page 33.

These Growers Like Chesapeake

Carroll Co., Md., Jan. 18th, 1934.—I have been growing the Chesapeake strawberry for years for home use. We and every person who sees them and eats the Chesapeake strawberry thinks it is one of the grandest and best berries.—Mr. Wm. A. Rohrbaugh.

Essex Co., Mass., Jan. 3d, 1934.—I tried a few of your Chesapeake plants and such berries and bearers I have never seen. You certainly say the truth in your Salesman.—Mr. K. Berthold.

Hunterdon Co., N. J., Jan. 2d, 1934.—Inclosed you will find an order for strawberry plants. I like your stock. I don't think they can beat them. They might be a trifle higher than some but they are worth more. Yes, Chesapeake is the Aristocrat. There never will be any that will go over the top of it for quality and price.—Mr. Harry R. Anderson. **Read also letters on pages 18 and 19.**

Other Late Varieties

Aroma One of the best late shipping berries. Has been and still is a favorite on account of its vigor and productiveness, but most especially due to its bright, attractive appearance, large size and excellent carrying quality. Aroma will ship long distances and go to market in practically perfect condition. Aroma is a real money maker in many sections. Our stock of this variety this year is quite limited so we suggest ordering early if you want Aroma. Price list, page 33.

Big Late This variety makes a strong, vigorous, upright growth and an ample fruiting bed. Under unfavorable conditions it does not always stand up sufficiently well to mature its entire crop of berries. We feel that it is most valuable north of the Mason and Dixon Line. The berries are very beautiful, being light in color, with a bright, shiny, red surface, and prominent yellow seeds. The berries are very fine in quality, but the blossoms are somewhat tender. The flowers are imperfect. Under favorable conditions Big Late yields are very satisfactory. Price list, page 33.

WM BELT

This variety has long been the standard of excellence in quality for all varieties and still remains such for all late varieties. There seems to be little question that the new early berries, Fairfax and Dorsett and Southland, have a richer, fuller flavor even than Wm. Belt. On most markets the size and appearance determine the selling price, but where quality is counted in addition to large size and handsome appearance, Wm. Belt should be grown as a late variety. The berries average large in size, somewhat irregular in shape, but they have an attractive cap and the berries themselves are a bright, glossy red, which makes them very handsome. This variety does its best in the middle and northern states, and is fine in the garden for local market or nearby shipping. We grew some fine vigorous beds of Wm. Belt last year and you will like the plants from them. Price list, page 33.

LUPTON

A fancy, late shipping berry. It is grown for its own worth and also at times where growers have trouble in getting a satisfactory bed of Chesapeake. It usually, though not always, makes plants more freely than Chesapeake. Lupton is similar to Chesapeake in many respects. The berries are just as large, and like Chesapeake are very attractive in appearance. The quality is only fair, being milder and rather dry. As a fancy, large, late shipping berry, Lupton stands very close to Chesapeake. Lupton was grown first in New Jersey, and the extent to which it has been spreading through Delaware, Maryland, Pennsylvania, and other nearby states is an indication of its worth as a profit maker. Lupton is also sold as Town King, although if bought under that name the plants usually cost more. Price list, page 33.

Wm. Belt—Noted for Its Quality

Camden A new late berry introduced by the New York Experiment Station. Apparently later than Chesapeake, Lupton or Wm. Belt. Under unfavorable conditions Camden showed up fairly well for us this season. Berries firm, fair quality, fairly productive and almost late enough to be in the "very late" group. Price list, page 33.

Haverland A fine old standard variety, handicapped by imperfect blossoms. However, they are very hardy and Haverland ranks very high in productiveness. Berries are large, long conical in shape, light in color and firm enough for market if kept picked closely. Price list, page 33.

Gibson (Parsons Beauty) An old favorite in many strawberry-growing sections. Plants very productive, berries very good in quality and excellent for canning. One proof of its worth is the fact that it has been used so much as a standard of comparison with so many varieties which have been newly introduced. Price list, page 33.

New York This is the sweetest strawberry grown. The plant is a vigorous grower, producing a moderate number of large, healthy plants. The berries are medium to large in size, dark red in color, but only moderately firm in texture. New York is a home garden berry. It is the only strawberry we know of that is sweet before it gets red. We have many calls for New York from those whose health does not permit them to eat berries which are in any way tart or acid in quality. Price list, page 33.

Sample An old standard variety still popular in many sections of the middle and northern states. Plants are vigorous growers and very productive. Berries are uniform in shape, medium to large in size, of good flavor and attractive in appearance. Blossoms are imperfect. Pollenize with Aroma, Big Joe, Gibson or Dunlap. Price list, page 33.

Very Late Varieties

Gandy A fancy late shipping berry, large, solid, handsome, moderately productive. Needs liberal fertilization. Berries often sell with Chesapeake. Makes plants freely but needs springy land for big crops. Gandy is an old favorite which many growers refuse to give up. Where it does well it is a real profit maker. Price list, page 33.

Orem The latest berry we have. Berries average large in size, fairly good quality and nice appearance. They often sell well because they come after other fancy late berries are past their prime. Price list, page 33.

Pearl Like Chesapeake, this variety blooms late and escapes frost. Pearl makes so freely that it often needs thinning. However, for fruiting Pearl needs rich, moist ground and liberal applications of nitrogen and phosphorous fertilizer. The season is very late. Our stock of Pearl came from Michigan growers who praise the variety very highly. Also with us it resembles Gandy very closely, and like Gandy it often brings top prices on the market. Price list, page 33.

Pleasure and Profit from Everbearing Strawberries

Why not have plenty of berries for home use? Would you like plenty of luscious strawberries from your own garden all through late summer and fall until freezing weather? This is easily possible. Plants can be set in early spring. There are no special methods necessary. Get good plants and follow a few simple directions and you will be surprised and delighted with the results. Wherever there is space available for a garden (and it does not take much), a few Everbearing berries should be grown. A maximum of pleasure and profit will result from a minimum of expense and effort.

Everbearers as a Cash Crop. We have never recommended the general planting of everbearing strawberries as a money crop. We have known for years that under favorable conditions many growers are actually making good profits from Everbearers. The things essential to this success in a commercial way are good springy land that will hold moisture well throughout the summer, and a ready market at good prices. Of course, good planting stock and good care are essential also. Successful growers report to us that they sell to local groceries and hotel trade; to individual families at retail, and the local roadside market or ship to the city market. If the conditions are favorable, Everbearing strawberries are a good bet as a money or cash crop. If it works out, there is an additional advantage in the quickness of the returns. You set plants in March or April and harvest the crop the same summer and fall. Irrigation will prove a big help in growing nice crops of Everbearers whether grown as a cash crop or for home garden. Read on page 15 about Canvas Hose Irrigation.

Two Chances. Several of the everbearing varieties (Mastodon, Gem) also produce good crops of good berries in the spring. If set for profit and the late summer and fall crop is not up to expectations, there is still a chance for some profit from the spring crop.

Removing Blossoms. No special culture is required for growing Everbearing strawberries except the removal of blossoms. These should be kept picked off as they appear until about the middle of July. If the growing season has been favorable and the plants are strong and robust you can safely leave the blossoms a little earlier. If conditions have been unfavorable with extreme heat and drought it is best to keep them cut a little longer. Most of the best berries are produced in late summer and fall after the weather begins to get a little cool. Midsummer weather with high temperatures, severe drought or dashing rains are not favorable to productiveness or quality of Everbearing strawberries.

Hill System. Years of observation have convinced us that you will get more and better berries from your Everbearing plants if all or nearly all runners are kept cut off. Big, strong, individual plants always seem to have more berries than those which make many runners. The blossoms have a better chance to become pollenated and produce large, perfect berries and the effort of the plants is concentrated on fruit production rather than making runners. Set plants 12 to 15 inches apart in rows 2 to 3 ft. apart. The closer distance would be used in gardens where little horse cultivation is to be attempted.

Yield. A crop of one quart during the summer and fall from each plant set is an unusually fine yield. One half of this amount is considered satisfactory and likely to prove profitable. The better the conditions under which plants are set and grown and the healthier stronger plants you start out with, the more nearly you will approach these yields.

MASTODON — The Supreme Everbearer

MASTODON. For all-around worth no variety has yet appeared to challenge the value of Mastodon as the supreme Everbearer. Other varieties may equal or even slightly excel Mastodon in some particular, but Mastodon is good enough in all respects to stand out among the Everbearers just as Premier has done among the spring bearing kinds. Here are some comparisons and facts about Mastodon.

Size. The berries are larger than most other varieties, being equaled only by Super Giant.

Heavy Crops. Mastodon will bear a heavier crop than any other Everbearing variety, although equaled by Champion under certain conditions.

Firmness. The berries are firm enough to ship or haul moderate distances to market.

Appearance. The berries are handsome in appearance, due to the large size, rich red color, and bright green caps. No other Everbearers except Super Giant shows up as well in the package.

Quality. Mastodon berries are very good in quality, equal or superior to all the other Everbearers except Champion or Empire All Red, which are better.

Vigor. A vigorous plant growth is essential to big crops and big berries. In this respect Mastodon stands out head and shoulders above all the other Everbearing varieties. It makes strong, vigorous growth which will support and mature abundant crops of fruit.

Spring Crop. Aside from its other valuable qualities, Mastodon is really an excellent spring fruiting variety. It would be worth planting even though it were not an Everbearer. This fact, as pointed out on the preceding page, is very important when trying out the possibilities of the Mastodon as a money crop. Even if it should fail in the summer and fall production and profit, the spring crop might easily prove the big item from the standpoint of profit.

We have several acres of fine beds of Mastodon, grown under ideal conditions. They will furnish the best kind of a start for your Everbearing garden. Price list, page 33.

A Fine Yield of the Best Berries Around Town

Hampshire Co., Mass., Dec. 14, 1933.—The Mastodon plants I got of you were all good ones, all lived. There were 80 plants over the 1,000 ordered. They all did fine. Best plants around here. I took good care of them, and they began to blossom in July and I picked until late October. I got between 500 and 600 quarts of berries, the largest and best berries around this town. I have recommended your plants to all around here.—Joseph R. Kennedy.

Best Paying Little Crop He Ever Had

Suffolk Co., N. Y., June 20, 1934.—The Mastodon berries I got from you last year are simply wonderful. Best paying little crop I ever had, picked after frost last year. This spring I am having a wonderful lot of berries besides giving my choicest friends some plants.—Joseph M. Van Leeuwen.

$260.00 From 2,000 Mastodon Plants

Avery Co., N. C., Feb. 5, 1934.—From the 2,000 Mastodon bought of you last year, I sold $260.00 worth of fine berries. I got 20¢ for every quart through August, September and October. Last picking on the 6th of November. After being in the strawberry game 30 years, I consider you sell the best plants that are sold between the two seas.—Mr. J. L. Hartley.

Mastodon Berries Grand

St. Louis Co., Minn., June 22nd, 1934.—Want to thank you for the Mastodon plants I ordered last year. They are bearing berries now and are so nice and tasty. All plants lived through the last year's hard winter we had. As we live in the city I have no more space at present time, otherwise I would order more of the Mastodon as they are grand. My neighbor intends to get some from you.—Mrs. N. J. Lindahl.

Super Giant

Plant growth is strong and vigorous, and quite productive but not quite equal to Mastodon in either vigor or productiveness. Berries are large, of good quality, and good in appearance. Fully equal to Mastodon in this respect. It is worth trying. Price list, page 33.

Empire All Red

A new Everbearing variety from Western Canada. It is a vigorous grower, making large numbers of medium sized plants similar in growth habit to Gem, but somewhat darker foliage and practically no leaf spot. Better in this respect than either Gem or Mastodon. It seemed about equal to Mastodon and Gem in productiveness. The berries are oval in shape, bright in color resembling Gem in this respect. The seeds are prominent giving protection to the berries. The quality is fine, better than Mastodon or Gem and equaling Champion.

It is said to be a hybrid of Progressive and Mastodon. The introducers are very enthusiastic about this variety claiming the following points for it: 1. Slightly larger average size than Mastodon. 2. Equals the best of all varieties in shipping ability. 3. Will produce under proper growing conditions five to six thousand quarts per acre the first year and six to seven thousand the second. 4. Flesh is red to the core and very sweet in flavor. An ideal canning berry retaining its color and shape.

Our limited experience indicates that Empire All Red is well worth trying. Our stock was secured direct from the introducer and we have a nice lot of healthy, vigorous looking plants. Price list, page 33.

Other Everbearing Varieties

GEM. Grown by us this year for the first time. The plant makes a vigorous growth producing runners quite freely with a type of growth similar to Senator Dunlap, making fairly numerous small plants rather than smaller numbers of large plants like Mastodon. However, it seems to have plenty of vigor.

Considering the growth habit of Gem it would seem that more and larger berries would be produced if grown under the hill system or with runner production restricted to a very few.

Conditions with us this year have not been favorable for Everbearing berries. Indications are that Gem is about as productive as Mastodon with berries lighter in color and almost round in shape. They are at least as attractive as Mastodon in the package. They are about as good in quality, being somewhat more tart, although the flesh is finer grained.

Gem originated in Michigan and was introduced by several Michigan growers in 1934. Their reports are all enthusiastic. One large grower says, "It is supreme in yield, size, flavor and remarkable keeping quality."

It is a nice looking berry, good size and ships well. A shipment of our Gem berries just reported (October 30, 1934) sold for 40¢ per quart on the wholesale market in Philadelphia. We recommend these very highly for trial, and hope all of our customers who are interested in everbearers will try a few Gem. It is the firmest of all the Everbearers. Price list, page 33.

Champion

(Progressive)

The best of the Everbearers in quality. Very productive, but berries average smaller in size than Mastodon. No good for the spring crop. Imperial, introduced in Michigan in 1933, is very similar in plant growth, and in size, appearance and quality of the fruit. Plant growth of Champion is not as strong as Mastodon generally, although it usually does better in the South. We repeat, the quality of Champion is very fine. Price list, page 33.

Lucky Strike

Under favorable conditions, this variety has done well as an Everbearer. It is about equal to Mastodon in productiveness and in quality of the berries. The average size is larger than Champion, but slightly under Mastodon. In plant growth it is not as vigorous as Mastodon. Reports indicate that it has not done as well generally as either Mastodon or Champion. We have one customer in Massachusetts who has ordered as many as 20,000 of these plants in one year. It is evidently excellent with him. Price list, page 33.

GEM
a very promising new Everbearer

PICKING THE WINNERS

EARLY

Fairfax
Dorsett

The finest early varieties we have seen in our 50 years of experience in growing strawberries. Under normal conditions they are at least the equal of Premier in productiveness and superior in average size, appearance, firmness and quality of the berries. Plant them for home use and for profit.

and

Premier

The grand old variety with which all other early berries are compared. As a sure cropper under all conditions Premier is still in the front rank. Until Fairfax and Dorsett become better known Premier will still be widely grown. **BLAKEMORE** (light) is a fine early shipping berry grown mostly from Maryland South. With proper spacing (see page 15) it may do well farther north. **BELLMAR** (dark) is also a fine solid berry, finding many friends both North and South. **SOUTHLAND** is a fine home garden local market berry for the South.

MIDSEASON

Big Joe

The best all around midseason berry except possibly Catskill. A money maker for most growers, fine quality for the home garden. Brings top prices on the market. Where Big Joe is not at its best try Catskill.

and

Catskill

Catskill is more vigorous than Big Joe, equal in quality, and average size, superior in productiveness, firmness, and hardiness of bloom. Well worth trying as a midseason berry. **ABERDEEN** and **BEAUTY** are popular with some growers. Both are large, light and attractive. Both are quite soft. Keep picked closely; market quickly after picking. Aberdeen does best in heavy soils.

LATE

Chesapeake

The Aristocrat of Strawberries. Where it grows well no variety will surpass it as a profit maker. Equally good for shipping, local market, or home garden. If your soil does not suit Chesapeake, plant **LUPTON** for a large late shipping berry, **WM. BELT** or **BIG LATE** where attractiveness and quality are most important.

EVERBEARING

Mastodon

This variety stands Supreme among the Everbearers. Excellent for the home garden and most generally used when planting for profit. Champion is best quality of all the Everbearers, but smaller and softer than Mastodon. The new **Gem** Everbearing is very highly praised for vigor, productiveness, appearance and quality. **Empire All Red,** from Canada, suggested for trial in northern states.

DELIVERED PRICES ON REQUEST

We hope that berry growers who may be uncertain about transportation costs will send us the list of varieties and quantities they are interested in. We will be glad to quote delivered prices.

Price List For 1935

Page	Description	25 Plants	50 Plants	100 Plants	200 Plants	300 Plants	400 Plants	1000 Plants	5000 Plants
	Early Varieties								
22	BELLMAR (Per)	$ .30	$ .45	$ .70	$1.20	$1.65	$2.00	$4.50	$20.00
22	BLAKEMORE (Per)	.25	.40	.60	1.00	1.35	1.60	3.50	16.25
23	Clermont (Per)	.40	.65	1.20	2.00	2.70	3.40	8.00	35.00
23	Cooper (Per)	.30	.45	.75	1.30	1.80	2.20	5.00	22.50
23	Dr. Burrell (Per)	.30	.45	.75	1.30	1.80	2.20	5.00	22.50
16	**DORSETT** (Per)	.35	.50	.85	1.50	2.10	2.60	6.00	27.50
16	**FAIRFAX** (Per)	.35	.50	.85	1.50	2.10	2.60	6.00	27.50
23	Howard 17 (Per)	.30	.45	.70	1.20	1.65	2.00	4.50	20.00
23	Klondyke (Per)	.25	.40	.60	1.00	1.35	1.60	3.50	15.00
24	McClintock (Per)	.25	.40	.65	1.10	1.50	1.80	4.00	17.50
24	Narcissa (Per)	.35	.50	.85	1.50	2.10	2.60	6.00	25.00
24	Missionary (Per)	.25	.40	.60	1.00	1.35	1.60	3.50	15.00
21	**PREMIER** (Per)	.30	.45	.70	1.20	1.65	2.00	4.50	20.00
24	Ridgely (Per)	.25	.40	.65	1.10	1.50	1.80	4.00	17.50
24	Senator Dunlap (Per)	.30	.45	.75	1.30	1.80	2.20	5.00	22.50
23	SOUTHLAND (Per)	.30	.45	.75	1.30	1.80	2.20	5.00	22.50
	Midseason Varieties								
26	ABERDEEN (Per)	.25	.40	.65	1.10	1.50	1.80	4.00	17.50
26	BEAUTY (Per)	.30	.45	.70	1.20	1.65	2.00	4.50	20.00
24	**BIG JOE** (Per)	.30	.45	.70	1.20	1.65	2.00	4.50	21.25
25	**CATSKILL** (Per)	.50	.90	1.50	2.50	3.40	4.20	10.00	45.00
26	Culver (Per)	.35	.50	.85	1.50	2.10	2.60	6.00	25.00
26	Glen Mary (Per)	.35	.50	.85	1.50	2.10	2.60	6.00	25.00
26	Marshall (Per)	.40	.65	1.20	2.00	2.70	3.40	8.00	35.00
26	Red Heart (Per)	.30	.45	.75	1.30	1.80	2.20	5.00	22.50
	Late Varieties								
27	Aroma (Per)	.30	.45	.70	1.20	1.65	2.00	4.50	20.00
27	BIG LATE (Imp)	.30	.45	.70	1.20	1.65	2.00	4.50	20.00
29	Camden (Per)	.40	.65	1.20	2.00	2.70	3.40	8.00	35.00
27	**CHESAPEAKE** (Per)	.30	.45	.75	1.30	1.80	2.20	5.00	23.75
29	Gibson (Per)	.30	.45	.70	1.20	1.65	2.00	4.50	20.00
29	Haverland (Imp)	.30	.45	.75	1.30	1.80	2.20	5.00	22.50
28	LUPTON (Per)	.30	.45	.70	1.20	1.65	2.00	4.50	21.25
29	New York (Per)	.40	.65	1.20	2.00	2.70	3.40	8.00	35.00
29	Parsons Beauty (Per)	.30	.45	.70	1.20	1.65	2.00	4.50	20.00
29	Sample (Imp)	.30	.45	.70	1.20	1.65	2.00	4.50	20.00
28	WM. BELT (Per)	.30	.45	.70	1.20	1.65	2.00	4.50	20.00
	Very Late Varieties								
29	Gandy (Per)	.30	.45	.70	1.20	1.65	2.00	4.50	20.00
29	Orem (Per)	.30	.45	.75	1.30	1.80	2.20	5.00	22.50
29	Pearl (Per)	.30	.45	.70	1.20	1.65	2.00	4.50	20.00
	Everbearing Varieties								
31	CHAMPION (Per)	.40	.60	1.00	1.70	2.40	3.00	7.00	30.00
30	Empire All Red (Per)	.60	1.10	1.80	3.00	4.00	5.00	12.00	55.00
31	**GEM** (Per)	.60	1.10	1.80	3.00	4.00	5.00	12.00	55.00
31	Lucky Strike (Per)	.40	.60	1.00	1.70	2.40	3.00	7.00	30.00
30	**MASTODON** (Per)	.40	.60	1.00	1.70	2.40	3.00	7.00	30.00
31	Progressive (Per)	.40	.60	1.00	1.70	2.40	3.00	7.00	30.00
30	Super Giant (Per)	.40	.60	1.00	1.70	2.40	3.00	7.00	30.00
	Asparagus Roots								
34	Mary Washington, 1 yr.	.35	.50	.85	1.50	2.10	2.60	6.00	25.00
34	Mary Washington, 2 yr.	.40	.65	1.20	2.00	2.70	3.40	8.00	35.00

500 plants or more of a variety at the 1,000 rate.

All plants f. o. b. Salisbury, Maryland, at prices quoted.

Send us your list and we will be glad to quote delivered prices.

Asparagus Roots

Mary Washington

The improved rustproof Mary Washington Asparagus is generally recognized to be the best variety to grow. Leading Asparagus growers say that it starts earlier, produces more and larger stalks, shows a higher rust resistance and will net more money per acre and more satisfaction in the home garden than any other variety.

It should be planted in early spring just as early as you can work the land. It should be set in furrows 3 to 5 inches deep with the roots spread out somewhat in the furrow. It should be covered with about 3 inches of soil until the young shoots start to come through. Then the furrows should be gradually filled in as the young plants grow, until the ground is level. In the garden, set in rows 3½ feet apart, with roots 12 to 15 inches apart in the row; in large commercial plantings rows 4 to 5 feet apart are generally used. Asparagus needs good cultivation, with plenty of manure and fertilizer.

We have a nice stock of both two-year and one-year roots which we are confident will produce good results for you. Price list, page 33.

Instructions to Purchasers

Terms. Cash with order. Remit by Money Order, Bank Draft or Cash in Registered Letter. No C. O. D. shipments.

Packing. No extra charge made for packing at prices quoted on page 33.

Time of Shipment. We ship plants from November 1st to May 1st. See paragraph on page 11, "Time to Set Plants."

True to Name. We take every precaution to have all plants true to name and we will refund your money if any prove otherwise, but we will not be responsible for any sum greater than the cost of the plants.

Late Shipments. All plants ordered shipped after May 1st will be packed and shipped in best possible condition but at purchasers' risk.

Our Guarantee. We guarantee all plants ordered shipped before May 1st to reach you in good condition. If they are found to be otherwise, either through a slip on our part or delay or mistreatment in transit, notify us immediately so that we can refill your order. Any claim for poor condition must be made immediately on receipt of plants as we cannot be responsible for drought, floods, insects, etc., which may affect the plants after their arrival, as these things are entirely beyond our control.

WHEN TO ORDER AND HOW TO SHIP

Order as soon as you have decided what varieties and how many you want. **Write plainly,** so that we can get your name and address correctly for prompt acknowledgment of order and delivery of plants. Be sure to fill in your County on the order sheet.

Express is generally satisfactory and the best way to ship plants if your order is large, or if the distance is great.

Parcel Post. Generally cheapest and most satisfactory for small shipments and with larger shipments in adjoining and nearby states.

Strawberry plants packed for shipment weigh approximately 4 pounds per 100 plants. **One-year asparagus roots 6 lbs. per 100, 2-year roots 12 lbs. per 100.** Make up your order, calculate the approximate weight and if you do not know your zone from Salisbury, Maryland, use distances given herewith, or ask your postmaster. NOTE carefully weight of asparagus roots.

With zone rate published here you can easily calculate the amount of postage to send.

Be sure to send postage enough as any excess will be returned.

If sufficient amount to pay parcel post charges is not sent with the order, the plants will be sent by Express collect, or by parcel post C. O. D. for the amount of postage due, as we cannot keep accounts and send bills for small items of postage.

Zone	Miles	1st pound	Each additional pound or fraction
1st	0 to 50	8 cts.	1 1/10 cts.
2nd	50 to 150	8 cts.	1 1/10 cts.
3rd	150 to 300	9 cts.	2 cts.
4th	300 to 600	10 cts.	3 1/2 cts.
5th	600 to 1000	11 cts.	5 3/10 cts.
6th	1000 to 1400	12 cts.	7 cts.
7th	1400 to 1800	14 cts.	9 cts.
8th	1800 up	15 cts.	11 cts.

WE HAVE NO AGENTS

If you want to be sure of getting Allen's plants, order direct from this catalog. Many agents buy their plants where they can get them the cheapest, regardless of quality, and sell them for as much, or in many cases more, than the cost of the best. To be sure of getting **ALLEN'S QUALITY PLANTS** at the best price, MAIL your order to us.

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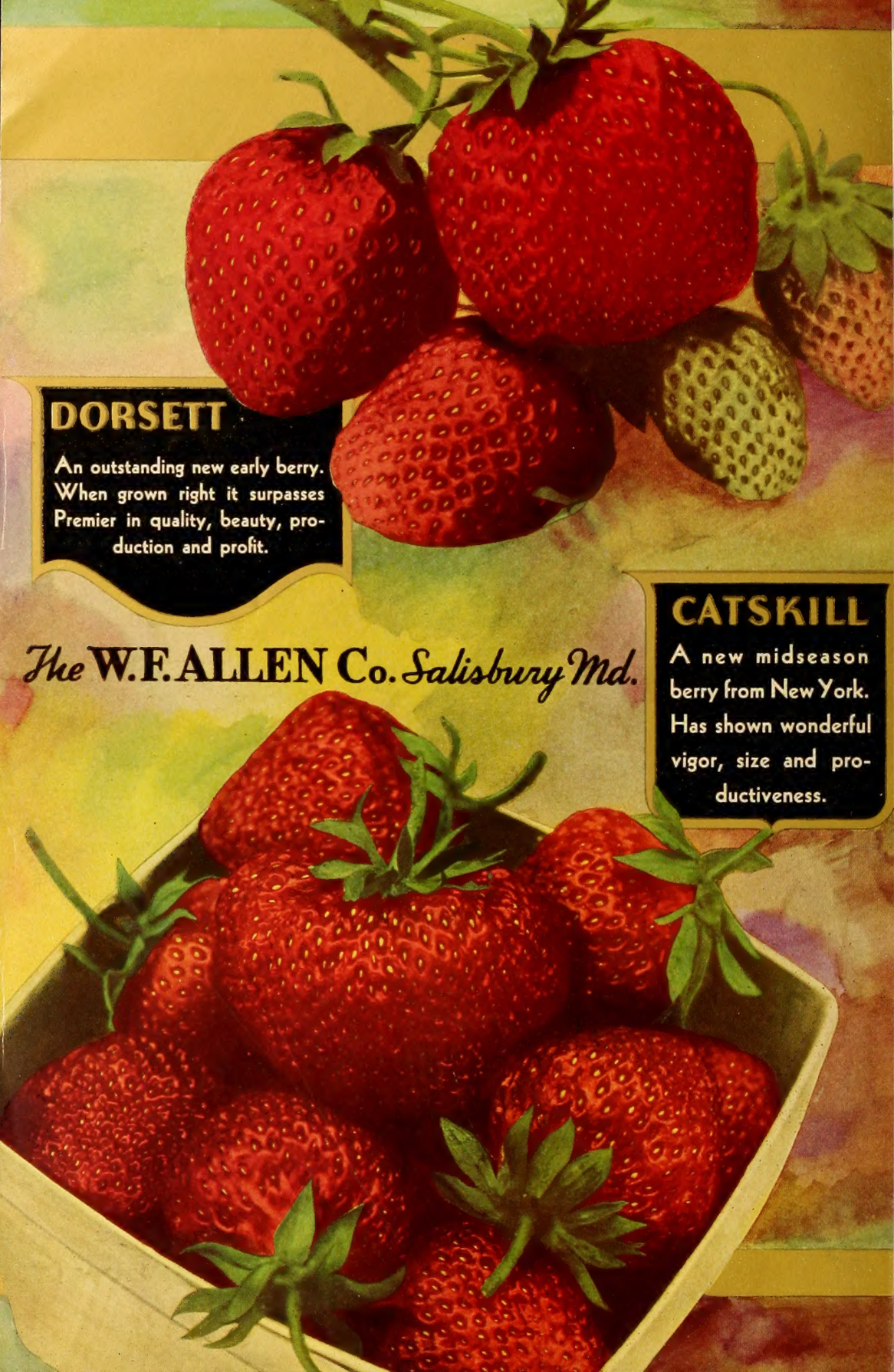
CHESAPEAKE
The aristocrat of strawberries. Outsells all other late berries.
BIG JOE
The leading mid-season berry for many years. Its size and beauty make it still the best money maker for some growers.
The W.F. ALLEN CO.
Salisbury, Md.


DORSETT
An outstanding new early berry. When grown right it surpasses Premier in quality, beauty, production and profit.
CATSKILL
A new midseason berry from New York. Has shown wonderful vigor, size and productiveness.

The W. F. ALLEN Co. Salisbury Md.